65.

BROADCASTING

combined with Broadcast Advertising

Published Semi-Monthly • Vol. 4 No. 10

Canada and Foreign $4.00 the Year

WASHINGTON, D. C.
MAY 15, 1933

$3.00 the Year
15c the Copy

MAY 17 1933

The Kings Men over WOR . .

"It takes an unusual brand of wisdom to advertise when you can't meet demand—but it's the kind of wisdom that pays dividends when demand begins to peter out or gets spread around over a lot of competing manufacturers.

"I sincerely believe that it is more important for brewers to advertise today than it ever will be again.

"A nation is adopting a new habit. If I were a brewer I'd want to be mighty sure that the habit was pretty well established when, as and if enough States set their seal of approval on the repeal of the 18th Amendment.

"In order to establish a habit you've got to keep everlastingly at it. Sporadic shots never knocked down a wall of sales resistance."

—excerpt from "A Letter to a Brewer" appearing in May 4th *Printer's Ink*. We'll be glad to send you a reprint of this interesting article on request.

ADVERTISING'S big question is answered!

Kings Brewery takes the honors as the first of the big brewing companies in the New York Metropolitan Area to go on the Air.

And honors for being the first radio station selected to carry the advertising of a New York brewery go to WOR.

If you are in the WOR service area, we invite you to listen in to this gala all-star program of music and merriment which the brewers of Kings Beer are broadcasting over this station every Monday and Friday night from 9:00 to 9:30.

Kings Brewery, like most of New York's big breweries, need not advertise to get business TODAY. But Kings Brewery is looking ahead to TOMORROW when sales may not come so easily. They are "making hay while the sun shines"—making a host of friends for Kings Beer—establishing a brand preference that will sustain consumer demand when real competition sets in.

MORAL: Whether you are in the beer business or any other business in which radio can do a selling job for you—don't wait for competition to get a foot-hold before you put the powerful force of radio advertising back of your product.

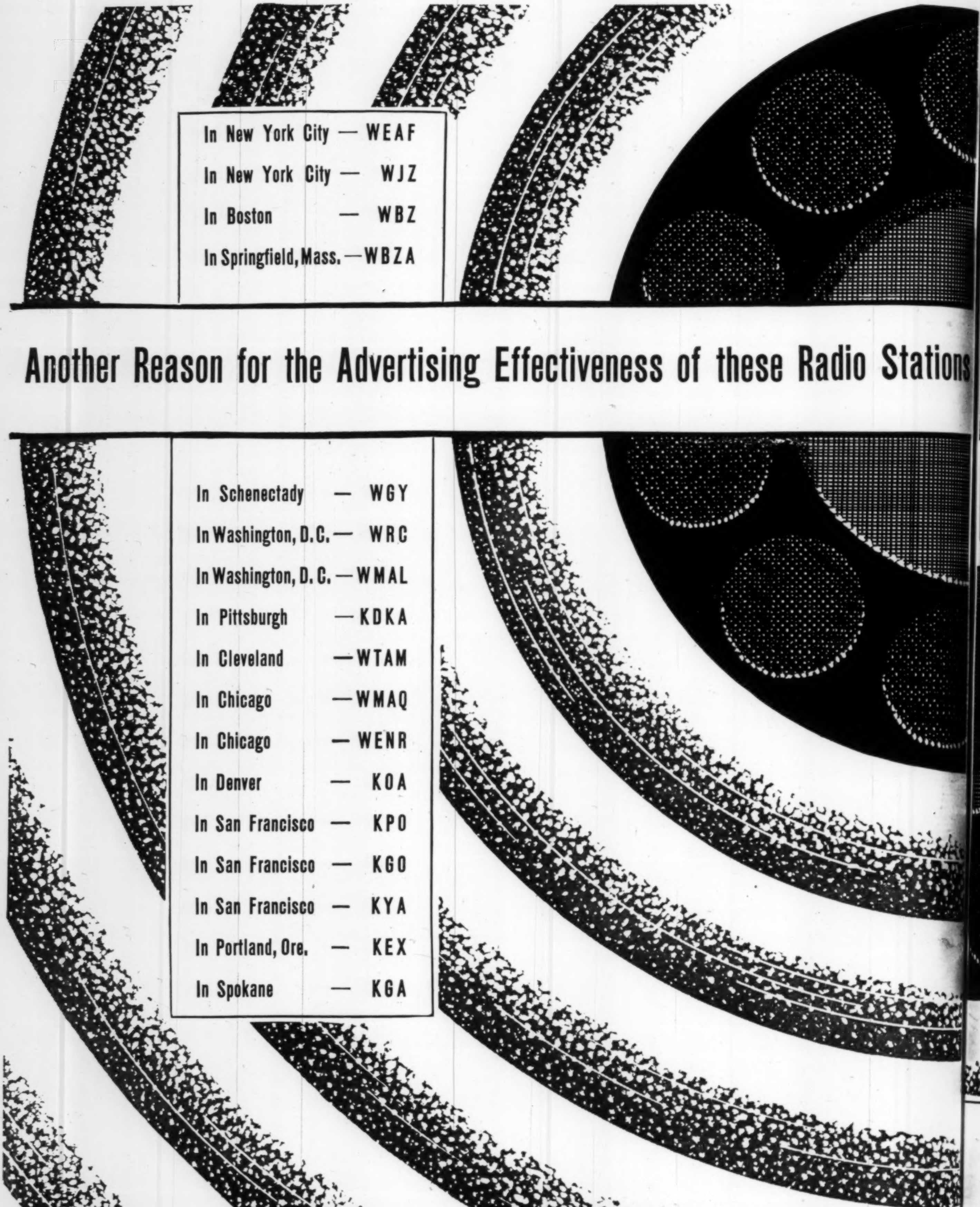
WOR

America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

BAMBERGER BROADCASTING SERVICE, INC., NEWARK, NEW JERSEY

New York Business Office: 1440 Broadway

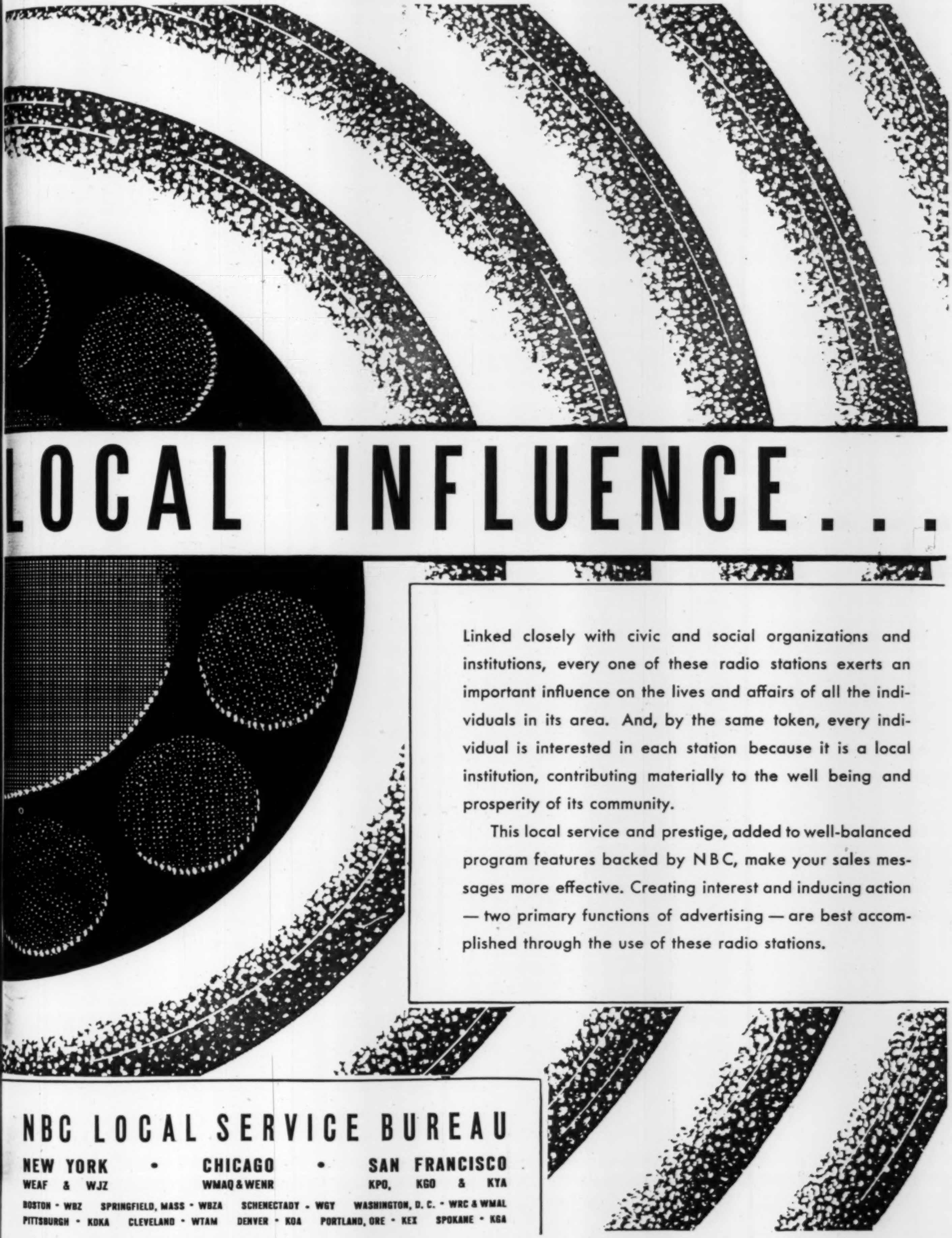
Chicago Office: William G. Rambeau, 360 N. Michigan Avenue



In New York City — WEAF
In New York City — WJZ
In Boston — WBZ
In Springfield, Mass. — WBZA

Another Reason for the Advertising Effectiveness of these Radio Stations

In Schenectady — WGY
In Washington, D.C. — WRC
In Washington, D.C. — WMAL
In Pittsburgh — KDKA
In Cleveland — WTAM
In Chicago — WMAQ
In Chicago — WENR
In Denver — KOA
In San Francisco — KPO
In San Francisco — KGO
In San Francisco — KYA
In Portland, Ore. — KEX
In Spokane — KGA



LOCAL INFLUENCE . . .

Linked closely with civic and social organizations and institutions, every one of these radio stations exerts an important influence on the lives and affairs of all the individuals in its area. And, by the same token, every individual is interested in each station because it is a local institution, contributing materially to the well being and prosperity of its community.

This local service and prestige, added to well-balanced program features backed by NBC, make your sales messages more effective. Creating interest and inducing action — two primary functions of advertising — are best accomplished through the use of these radio stations.

NBC LOCAL SERVICE BUREAU

NEW YORK • **CHICAGO** • **SAN FRANCISCO**
WEAF & WJZ — WMAQ & WENR — KPO, KGO & KYA

BOSTON - WBZ   SPRINGFIELD, MASS - WBZA   SCHENECTADY - WGY   WASHINGTON, D. C. - WRC & WMAL
PITTSBURGH - KDKA   CLEVELAND - WTAM   DENVER - KOA   PORTLAND, ORE - KEX   SPOKANE - KGA

DEPRESSION NOTES . . .

A Station Is Known By The Accounts It Keeps!

In the six months period between Sept. 1, 1932, and March 1, 1933, 80% of W-G-N's clients have either renewed or extended their contracts for broadcasts over The Chicago Tribune Station. This is the highest published renewal figure that has been called to our attention. Seasonal advertisers, of course, did not renew during this period.

A Station Is Known By The Programs It Nurtures To Chain Proportions!

Since the first of the year thirty broadcasts each week have been produced by W-G-N for both the CBS and NBC networks. W-G-N is not sold by either chain as an originating station—we produce only *resident* programs when demanded by the advertiser. Local success has prompted our clients to increase appropriations to expand to network broadcasts!

A Station Is Known By The Company It Keeps!

Despite the tendency of some advertising media to wink at standards and policies during times of business stress, W-G-N has faithfully kept the banner high. *You need never be ashamed of your neighbors on W-G-N!* Thousands of dollars in revenue have been refused by W-G-N—from accounts and products that are not W-G-N caliber. Also, W-G-N has never accepted a penny for political talks—even in a presidential and a depression year. It hurts the pocketbook—but it pays in the end, in our standing with the audience and with the *chain* and local advertisers who insist on W-G-N.

AN INDEPENDENTLY OWNED STATION AFFILIATED WITH C-B-S

WGN

THE CHICAGO TRIBUNE STATION ON THE DRAKE HOTEL
416.4 METERS—720 KILOCYCLES

WGN

NATIONAL PRESTIGE . . . . SUPERIOR PROGRAMS . . . . 25,000 WATTS POWER . . . . CLEAR CHANNEL . . . . INTENSIVE ZONE 7 COVERAGE

Published semi-monthly by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under Act of March 3, 1879.

BROADCASTING
and
Broadcast Advertising

VOL. 4 NO. 10 WASHINGTON, D. C. MAY 15, 1933 $3.00 PER YEAR—15c A COPY

Readjustments Loom as WIBO Loses Fight

By SOL TAISHOFF

Supreme Court Confers Absolute Power on Commission In Radio Assignments; Shakeup Awaits Wave Parley

LARGE SCALE readjustments of present broadcasting allocations, possibly comparable to the big shift of 1928, are in prospect during the next year. A momentous decision by the U. S. Supreme Court May 8, conferring upon the Radio Commission absolute powers in distributing radio facilities, coupled with whatever results accrue from the forthcoming North American conference for a new division of wave lengths among the nations of North America, may force the realignment in the near future.

Unexpected and unprecedented power of the Commission to change station assignments at will, unless bald capriciousness is resorted to was recognized by the Supreme Court in a decision reversing the Court of Appeals of the District of Columbia in the WIBO case. Leaving no doubt as to the magnitude of the Commission's power, the opinion, delivered by Chief Justice Hughes and concurred in by the entire court, upheld the validity of the Davis amendment and the Commission's quota regulations and denied with finality station claims of property rights in their facilities.

WJKS Gets Channel

A STATION exists only from license renewal to license renewal, the court held, giving the Commission a free hand to delete stations in the 30 over-quota states to make way for adequate radio service in the remaining under-quota areas. The immediate effect of the decision is to sustain the Commission's order deleting WIBO and WPCC, Chicago, located in a greatly over-quota state, and assigning of the 560 kc. regional channel to WJKS, Gary, Ind., in an under-quota state, even though Gary is but 30 miles from Chicago and gets service from Chicago stations.

Millions of dollars invested in stations in over-quota states are placed in jeopardy by the ruling. The only recourse to prevent what amounts virtually to compulsory transition of facilities from over-quota to under-quota states is an amendment of the radio law by Congress. Greatly over-quota states like Illinois, Texas, Washington, Minnesota, Florida, Tennessee, New York and Virginia stand to lose most.

What the Decision Means

1. That the Radio Commission can exercise a free hand in reducing facilities in over-quota states and in assigning them to under-quota areas within certain broad limitations.

2. That stations possess no property rights in their channels and exist only by sufferance of Congress from license-renewal to license-renewal under powers delegated to the Commission.

3.. That there need not be an exact mathematical distribution of broadcasting facilities among the states, although all people are entitled to equality of transmission and reception.

4. That the Court of Appeals of the District of Columbia does not sit as a "super Radio Commission", but is a judicial body and can only review decisions of the Commission on question of law.

5. That the Supreme Court does have the jurisdiction to review, on writs of certiorari, appeals from decisions of the Court of Appeals of the District of Columbia reversing the Commission, which indicates that other cases involving novel questions and different issues may be carried to the highest tribunal.

6. That Congress is supreme in its power to regulate interstate commerce as it relates to radio and can delegate such powers to the licensing authority it has created.

7. That the Commission's quota system is valid as an act of administrative judgment in compliance with the law.

8. That the Commission is in no wise bound to adopt the recommendations of its examiners, but rather is required to reach its own conclusions upon the evidence.

9. That there undoubtedly will be a flood of applications filed with the Commission from stations or applicants in under-quota states for facilities in over-quota states, which the Commission must consider on the basis of the broad powers vested in it under the decision.

The Court of Appeals, by majority opinion, had reversed the Commission's deletion of the Chicago stations on the ground that the Davis amendment did not require a mathematical equality in the distribution of facilities according to population. It held the Commission's decision was "arbitrary and capricious". The Supreme Court, however, held that the Commission was justified in its decision on the "weight of the evidence" in the case. It said the Court of Appeals, as a judicial body, could not reverse the Commission under such circumstances.

Commission Awaits Parley

WHILE some 120 cases pending before the Commission are said to involve issues relating to quota similar to those contained in the WIBO case, it is understood that the Commission plans to delay final action on them until after the North Amercian Conference, the date for which has not yet been set. It is taken for granted that the broadcast band will be enlarged at those deliberations, and the United States may be forced to relinquish certain of its present waves, probably in exchange for new bands expected to be made available for broadcasting.

The Commission now is of the opinion, according to authoritative information, that it would be advisable to hold off any move to equalize distribution of present facilities until such time as it can make a complete revision, consistent with whatever allotments of channels for each nation are agreed upon at the international conference. A horizontal increase in power for all classes of stations, now being sponsored within the industry, might also be worked out in such a general realignment to afford improved public service.

Power From Congress

THE SUPREME Court first rejected the contention made by Rep. James M. Beck, (R.) of Pennsylvania, former Solicitor General who appeared as counsel for the Chicago stations, that it had no jurisdiction in the case. It also upheld the validity of the Davis amendment and the right of Congress to empower the Commission to allocate and regulate within prescribed limitations. It ruled also that the Chicago stations were given adequate hearing, even though no oral arguments were permitted.

In its opinion, the Supreme Court followed closely the general conclusions reached by Associate Justice Groner and concurred in by Associate Justice Hitz, who dissented from the opinion of the majority in the lower court.

Of great significance was the determination by the higher court that, under the radio law as now written, it does have jurisdiction to review decisions of the Court of Appeals in radio cases. The lower court, it held, is limited in its review of Commission decisions to questions of law. Legal observers interpreted the ruling to mean that the nation's highest tribunal, in the future, will accept appeals from the lower court on radio cases whenever the circumstances warrant. On this point, the court said:

On Shifting Facilities

"THE PROVISION that, in case the court reverses the decision of the Commission, 'it shall remand the case to the Commission to carry out the judgment of the court' means no more than that the Commission in its further action is to respect and follow the court's determination of the questions of law. The procedure thus contemplates a judicial judgment by the Court of Appeals and this court has jurisdiction, on certiorari, to review that judgment in order to determine whether or not it is erroneous."

As to the Commission's right to shift facilities from an over-quota zone or state to an under-quota area, the court said:

"No question is presented as to the power of the Congress, in its regulation of interstate commerce,

XUM

to regulate radio communications. No state lines divide the radio waves, and national regulation is not only appropriate but essential to the efficient use of radio facilities. In view of the limited number of available broadcasting frequencies, the Congress has authorized allocation and licenses. The Commission has been set up as the licensing authority and invested with broad powers of distribution in order to secure a reasonable equality of opportunity in radio transmission and reception."

Re Property Rights

COVERING the question of property rights, the court brought out that the radio law authorized the Commission to effect the desired adjustment of facilities "by granting or refusing licenses or renewals of licenses, by changing periods of time for operation, and by increasing or decreasing station power". It continued:

"This broad authority plainly extended to the deletion of existing stations if that course was found to be necessary to produce an equitable result. The context, as already observed, shows clearly that the Congress did not authorize the Commission to act arbitrarily or capriciously in making a redistribution, but only in a reasonable manner to attain a legitimate end. That the Congress had the power to give this authority to delete stations, in view of the limited radio facilities available and the confusion that would result from interferences, is not open to question. Those who operated broadcasting stations had no right superior to the exercise of this power of regulation. They necessarily made their investments and their contracts in the light of, and subject to, this paramount authority. This court has had frequent occasion to observe that the power of Congress in the regulation of interstate commerce is not fettered by the necessity of maintaining existing arrangements which would conflict with the execution of its policy as such a restriction would place the regulation in the hands of private individuals and withdraw from the control of Congress so much of the field as they might choose by prophetic discernment to bring within the range of their enterprises."

In Public Interest

CONGRESS, the court continued, did not seek an "exact mathematical division" of facilities and recognized that this might be physically impossible. "The concern of the Congress was with the interests of the people,—that they might have a reasonable equality of opportunity in radio transmission and reception, and this involved an equitable distribution not only as between zones but as between states as well. And to construe the authority conferred, in relation to the deletion of stations, as being applicable only to an apportionment between zones and not between states, would defeat the manifest purpose of the act.

"We conclude that the Commission, in making allocations of frequencies to states within a zone, has the power to license operation by a station in an under-quota

(*Continued on page 27*)

TABULATING ODDS ON RADIO!

CBS Compiles Case Records to Show Heavy Returns —As Compared With Other Media—

"ODDS ON RADIO" titles another of those persuasive brochures published by CBS to prove, by actual case histories, how radio has paid advertisers. Arranged in novel form, the case records are replete with tales of successful use of radio—"prodigal tales of success", the foreword calls them. The sources are described as follows:

"They come from high places and low, from advertising agencies and drugstore counters, from government records and gasoline stations, from psychology experiments and bargain basements. Some of these case histories are nation-wide in scope, some regional, some local. Names are generally used but where they are not they can be obtained from CBS on request. These are some of the odds summarized from the case reports presented in the brochure:

Some of the Odds

12 to 1 odds on drug products—A new product announced one night on a coast-to-coast CBS hookup, together with 300-inch campaigns in a nation-wide newspaper list, resulted in 3.7 customers mentioning radio for 1 mentioning any other medium. For every dollar spent on CBS 12 times as many cash customers were produced as from all other media combined.

10 to 1 odds on cosmetics—The Biow Agency's campaign for La Gerardine hair lotion cost 10 times as much per newspaper coupon as requests in response to a radio offer.

3 to 1 odds on electrical equipment—"A radio expenditure of $242,000, in a year and a half, had reached nearly twice as many people with the client's story as over $2,000,000 worth of advertising in other media had done over a 5-year period" in an account selling quality products costing from $1.50 to over $400.

14 to 1 odds on gasoline—A souvenir offered only by radio led to 58.6 per cent of the people calling for the souvenir buying gas; 15.8 per cent were new customers. They represented 3,447,620 gallons of gas sold to 778,244 new customers in 10 weeks.

Automobile Records

3 to 1 odds on apparel—"In four months of radio broadcasting, a sales deficit for the preceding eight months was wiped out and a new dollar volume established for the 12 months", an agency is quoted as reporting. The success of the Walkover Shoe radio campaign and the Craig Syndicate's campaign in Cleveland are also cited.

40 to 1 odds on automobiles—CBS is shown to have paid Pontiac distributors 40 to 1 in Albany, and Chevrolet 55 to 1 in Charlotte. Nationally, an automobile manufacturer reported 25,000 people calling at showrooms to see his new car the first week, 30,000 the second week and 50,000 the third week, with orders for new cars actually exceeding factory production schedules by 60 per cent.

6½ to 1 odds on circulation—The results of comparative radio and magazine surveys are shown, quoting A. N. P. A., Dr. George Gallup, Walter Mann & Staff, Dr. Daniel Starch, Erwin, Wasey & Co., and others.

10 to 4 odds on recollection—The survey of the University of North Carolina psychology department, measuring visual versus auditory advertising, is shown at the end of five months to favor radio by these odds.

7⅛ to 1 odds on confectionery—A non-contest radio offer nets a CBS client 10,125,000 package wrappers in 11 months, or $7 worth of wrappers for every $1 of broadcasting cost.

3½ to 1 odds on toilet goods—Of 500 women personally interviewed who wrote for samples in response to a morning radio program, 194 had purchased full-size bottles of this product. Of 500 more who clipped magazine coupons, 150 had purchased full-size bottles.

3 to 1 odds on food products—An offer of a kitchen appliance in exchange for 10 carton flaps in a single Ida Bailey Allen morning program, only passingly mentioned in the continuity, led to a total distribution of 23,000 of the appliances.

2½ to 1 odds on shaving cream—The same sample offer made in the same six weeks over CBS pulled 60,000 coupons whereas in three national weeklies it pulled 20,000.

15 to 1 odds on silverware and jewelry—In eight weeks on CBS, Wm. Rogers & Son silverware set a new record for one of its patterns, leading the Benton & Bowles agency to conclude that "they have a definite check on the fact that radio sells goods." Three case histories for Richmond, Bangor and Wheeling jewelry accounts are cited to show 15-1, 4-1 and 5-1 odds in favor of radio over other media.

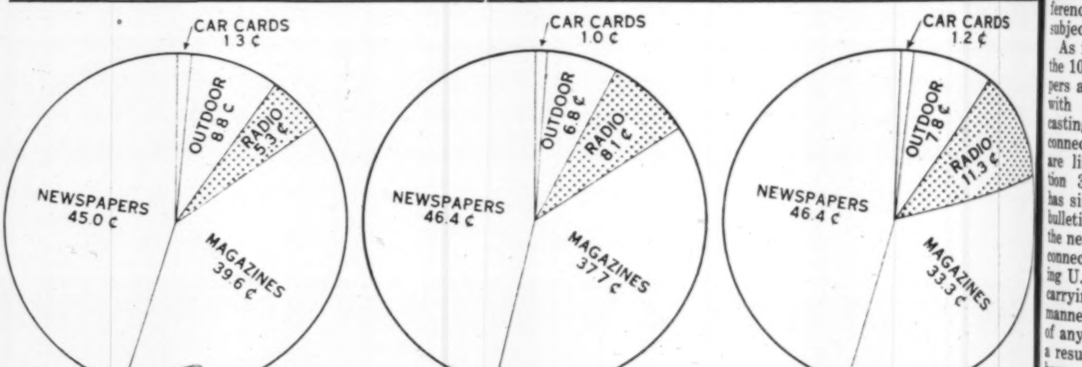
Selling Radios

3 1/10 to 1 odds on radio sets—Philco's cost per newspaper reader: 5.8 cents. Its cost per radio listener: 1.9 cents. How this was determined by survey is specifically told.

2½ to 1 odds on buying power—The U. S. Government's census showing 13,000,000 radio homes

(*Continued on page 30*)

How the Advertising Dollar Was Spent: 1930-1932



1930 1931 1932

HOW RADIO has fared in the split of the advertising dollar during the years 1930, 1931 and 1932 is graphically shown in these charts based on figures published by the American Newspapers Publishers Association April 27, 1933, and distributed by NBC to its mailing list May 10. Network radio figures alone are used, aggregates for local station business being unavailable from any source. The network figures show progressive gains as against declines in other media.

The decline in the nation's total advertising expenditure in the three-year period was from $510,000,000 in 1930 to $442,500,000 in 1931 to $345,000,000 in 1932.

Newspaper revenue suffered severely, dropping from $230,000,000 in 1930 to $205,000,000 in 1931 to $160,000,000 in 1932.

Magazine revenue decreased from $202,000,000 in 1930 to $167,000,000 in 1931 to $115,000,000 in 1932.

Network broadcast advertising, sole medium to gain, rose from $27,000,000 in 1930 to $36,000,000 in 1931 to $39,000,000 in 1932.

A.P. Fails to Hamper News Broadcasts

U.P. and I.N.S. Explain Their Attitudes Toward Radio; Commentators Improve, Hearst Periods Unchanged

The President Again Chooses Radio to Address the Nation

ON SUNDAY, May 7, President Roosevelt had his second "fireside chat" with the people of the United States, using the combined facilities of NBC and CBS, with WOR added. At the conclusion of the address he expressed his thanks to the networks for making available to him the time in which to talk directly to the people.

"On a Sunday night a week after my inauguration I used the radio to tell you about the banking crisis and the measures we were taking to meet it," he declared in opening his second talk. "I think that in that way I made clear to the country various facts that might otherwise have been misunderstood and in general provided a means of understanding which did much to restore confidence.

"Tonight, seven weeks later, I come for the second time to give you my report—in the same spirit and by the same means to tell you about what we have been doing and what we are planning to do."

The response to this second talk, like the first, so taxed the White House staff that it was unable to acknowledge individual messages and asked the press to publish notices of the President's appreciation.

EVEN SO RABID an anti-broadcasting crusader as Editor & Publisher, trade organ of the newspaper business, had to admit, after the Associated Press' edict on radio news had been in effect one week, that news broadcasts from New York stations at least were "plainly as voluminous and complete as usual" and that "the patter of news commentators was unchanged for the most part."

That quite adequately sizes up the situation after two weeks. When it is noted that the chief broadcaster of news in the New York area is WINS, owned by William Randolph Hearst, operated in cooperation with his newspapers and using International News Service flashes, the report in Editor & Publisher is all the more significant. Editor & Publisher also goes on to report that Jackson S. Elliott, assistant general manager of the Associated Press, has told it that "he had heard no suggestion from any A. P. member, regardless of his stand in the radio question controversy, that the resolution passed last week at the annual meeting had not been lived up to in spirit and in fact."

Commentators Unstilled

AS FAR as the networks are concerned, they have not been getting news flashes from either Associated Press, United Press or International News Service since the November elections, so that the A. P. edict affected only its commentators. These are now getting their news from their own sources—and to the average listener there has been little noticeable difference in the quality of the broadcasts of such commentators as Lowell Thomas, H. V. Kaltenborn, Boake Carter and the Richfield Reporter. The only discernible difference is that they treat of fewer subjects.

As far as stations are concerned, the 100 stations owned by newspapers and the 200 or more affiliated with newspapers are still broadcasting news. Those that have connections with A. P. newspapers are limiting news to the regulation 30-word bulletins — but this has simply meant that more news bulletins are being used to fill in the news periods. Those that have connections with newspapers taking U. P. and I. N. S. services are carrying news in about the same manner as before. No withdrawal of any newspaper from the air as a result of the A. P. decision has been reported to Broadcasting.

Hearst Periods Unchanged

INDEED, it is manifest that most newspapers friendly to radio or using radio for promotional purposes intend to continue as formerly. Such newspapers, if they get U. P. and I. N. S. services, are plainly using their news in considerable quantity, for neither U. P. nor I. N. S. has imposed such rigid bans as the A. P. All the Hearst newspapers with their Globe Trotter radio tieups are continuing to broadcast news in the same manner as before.

Network officials have maintained a silence on the subject of news that almost indicates indifference. Yet they have been far from inactive. When big news breaks, their microphones are there—and, indeed, one of the biggest news stories of the year actually broke via network radio this month when President Roosevelt chose to use the radio again for an "account of stewardship" to the American people Sunday night, May 7. It was interesting to note that Associated Press reports of that great speech studiously avoided mentioning that it was delivered on the radio from the White House, and refused to mention that President Roosevelt thanked both NBC and CBS by name for making their facilities available. U. P. and I. N. S. dispatches, it should also be noted, made it clear in their leads that it was a radio address.

Both NBC and CBS have newsgatherers at work securing the essential news needed by their commentators at Washington, at London and at the important cities where they have member stations. One of them is getting a 150-word cable report each day at full rates from London. The commentators themselves have been using the long distance telephone to check up their facts at the actual news sources, and, as stated by one network official, they have simply been "digging more assiduously into atlases and encyclopaedias and other references for background."

This official also asserted his opinion that the news comments have actually improved because fewer subjects are treated by the commentators and these are being treated more comprehensively. As for being on the spot when news happens, CBS has already assigned Mr. Kaltenborn to the World Economic Conference at London and NBC is expected to assign one of its men shortly. Networks and their stations—in fact, the whole radio industry—are manned so largely by former newspapermen that very little difficulty is expected in "keeping on top of the news."

That the Hearst interests do not intend to forego their opportunity to use radio to their own advantage seemed quite evident when they arranged for the relay of a talk by Robert (Believe It or Not) Ripley from Station LR4, Buenos Aires, on May 4.

Editor Complains

THAT some A. P. newspapers, particularly those owning radio stations, are far from happy about the A. P. regulations, was indicated in a letter received by Broadcasting from the managing editor of an important newspaper in New York state. His name must be withheld, but this is what he stated:

"The new Associated Press rule is a severe blow to an Associated Press newspaper owning a radio station. The news flashes which Station —— has given have helped to make it the most popular station in this territory and *we simply shall have to try, therefore, to find other ways of getting the news than of obtaining it from the newspapers.*"

C. P. A. Won't Start Service

PROSPECTS of the establishment of a radio news association, long discussed in radio and newspaper circles, appear to have been postponed indefinitely with the statement by Horace Epes, vice president and general manager of the Consolidated Press Association, that, though the C. P. A. has been urged by various stations to set up a general news gathering organization, its investigations have convinced it that "a service along press association lines planned wholly for radio was impracticable." The C. P. A. statement follows in full:

The Consolidated Press Association has been urged by various radio stations to set up an organization for the

(*Continued on page 30*)

Canada Restricts News Broadcasts by Stations

NEW REGULATIONS promulgated by the Canadian Radio Broadcasting Commission carry a definite restriction on the broadcasting of news, requiring that local news be secured by arrangements with local newspapers and that other news be restricted to bulletins authorized by the Canadian Press (affiliated with the Associated Press). The news regulation was included with other regulations as a result of recent discussions between members of the Canadian Press and officials of the Commission. The news regulation follows:

Canadian radio broadcasting stations shall not transmit any news or information of any kind published in any newspaper or obtained, collected, collated or coordinated by any newspaper or association of newspapers or any news agency or service, except the following:

Such news bulletins as are released regularly from the various bureaus of the Canadian Press for the express use of broadcasting stations in Canada.

Local news under arrangements to be made by each station individually with its local newspaper or newspapers, or such news as it may collect through its own employes or through such collection agency or agencies as may be employed by the said station.

Newspapers broadcasting false or misleading news shall be prohibited from further broadcasting unless extenuating circumstances can be shown.

The broadcasting of editorial opinions of a controversial nature is prohibited.

XUM

Wynn to Open Network in June On Seaboard With 6 Stations

Studios Near Completion; Western Union Lines Link Stations; 30-Day Test Planned

AMALGAMATED Broadcasting System, Inc., Ed Wynn's new network enterprise, will begin operations over a group of stations along the eastern seaboard on or about June 1, according to the celebrated radio and stage comedian's latest announcement.

In a formal statement May 8 Mr. Wynn said final preparations are being made for the opening and that the actual date will be "within the next month". Declaring that the only undetermined factor in fixing the opening date was the usual one of technical setups and proving-up tests, Mr. Wynn promised that the inaugural program "will be a big event on the air." "Of this we will tell you more later," he promised.

Boasts Seven Studios

THE ORGANIZATION is established in its new headquarters at 501 Madison Ave., known as the Amalgamated Broadcasting System Building. Seven studios are being completed, with the entire job of altering three floors of the building for the radio project costing more than $250,000, according to the Wynn announcement.

Two components of the new chain, which ultimately will embrace more than 100 stations, will be operated at first, the announcement said. These are the Atlantic Seaboard network of from 6 to 11 low-power stations and the Michigan network, formed early this year by George W. Trendle, of WXYZ, Detroit. The Atlantic network, it was stated, will give concentrated coverage over a territory of more than 12,500,000 population, 4,300,000 receiving sets and 10,500,000 listeners, including roughly the inclusive area between New York and Washington.

On April 29, prior to the issuance of his formal statement, Mr. Wynn, accompanied by Ota Gygi, vice president of Amalgamated and Mr. Wynn's partner, visited Washington. At a luncheon tendered to the radio press, they said that Western Union lines had been run into the 11 stations that probably would form the first segment of the chain.

♣

Wynn Confident

IN DISCUSSING his network plans, which would introduce an entirely new relationship between client, network and station, Mr. Wynn enthusiastically predicted its success. During his Washington visit, he called at the Radio Commission and explained to four of its five members the purposes and ideals of his enterprise. He also discussed his plans with members of Congress and others in Washington public life, with whom he had personal acquaintance. He was a guest at the Gridiron Club spring dinner in Washington on April 29.

Mr. Gygi revealed that the stations to form the first unit of the network probably would be WCDA, New York; WPEN, Philadelphia; WTNJ, Trenton; WCBM, Baltimore; WOL, Washington; WDEL, Wilmington; WMIL, Brooklyn; WFAS, White Plains; WCAM, Camden, N. J.; WCAP, Asbury Park, N. J., and WJBI, Red Bank, N. J. It is planned to run a "test program" of 16-hours a day for a 30 day period to the first group of stations.

Good Offer Promised

SHOULD this test program fulfill expectations, arrangements will be made immediately for regular service, involving payment of nominal fees by the stations, Mr. Wynn declared. While details of the contracts to be offered had not been worked out, Mr. Wynn stated his proposition would be far more lucrative than anything heretofore offered stations.

The later formal announcement did not include all of the stations mentioned by the Amalgamated officials during their Washington visit. It said the parent hookup would be a combination of WBNX, WCDA and WMSG, in New York's metropolitan area, to be known as WMET. The other stations mentioned were WTNJ, WPEN, WDEL, WCBM and WOL.

Limit on Advertising

REGARDING future plans, Mr. Wynn asserted he had more than 100 stations "signed" and ready to accept service whenever it was offered. Refusing to admit that his project can fail, he said he had been preparing for a third chain more than a year, and while facing serious obstacles, he is confident of success.

"I intend to join together as many independent stations as will make the project worth while, providing them with 16 hours of entertainment from New York on a live and let live basis," Mr. Wynn asserted. "Advertising credits will be limited to one minute before and after each program, and the continuity will always refer the listener to his daily newspapers or regular magazine. In that way funds that have been diverted from periodicals will be restored to them."

Mr. Wynn declared that during the program test period, local stations will have the privilege of selling announcements to local advertisers before and after each chain program at their own rates, and of crediting the program to the sponsor. Only live talent will be used, he asserted. Programs will feature some of the best known names in the theatrical business.

Invested $250,000

AS TO the financing of the project thus far, Mr. Wynn declared he had invested upwards of $250,000 of his own funds. While he had procured a sum of money from a group of "Detroit millionaires" at the outset, he said he had not used a dollar of it and planned to return it to these men, whom he termed his "partners". The Michigan banking situation is partially responsible for this decision, he explained.

Western Union has balanced a number of lines for use by the chain, Mr. Wynn said. Despite engineering claims that regular telephone circuits alone are adapted for broadcasting service, he said a high degree of quality, sufficiently good to justify network use, has been attained in tests already conducted.

"I consider my project an idealistic gesture," Mr. Wynn said. "But I believe the time has arrived for a new deal in the radio and show business. The theater belongs on the air, but in a theatrical manner; for that reason I am confident that my new network will be a success.

"Personally, I do not hope to make a lot of money out of the

(*Continued on page 20*)

KINGS BEER

Presents

A New Radio Program

Tonight at 9 o'clock Station WOR

Old favorites will entertain you with a delightfully varied musical program, and will refrain from telling you more than you would care to know about the peculiar excellence and outstanding quality of KINGS BEER.

Miss Irene Taylor, Al and Lee Reiser, Elmer Felkamp, Merle Johnston and the Kings Men, Joe Bolton, the Kings Jester

Kings Brewery, Inc.,
227-279 Pulaski Street, Brooklyn, N. Y
Phone EVergreen 7-3300

Signs of the Times

SO-CALLED "spotlight" advertising has frequently been urged as one of the answers to the newspaper-radio controversy. It has been urged as a definite means whereby newspapers can secure lineage by selling radio accounts the idea that they must advertise in print to win maximum audience in these days of keen competition for the listeners' ears.

Here is a reduced facsimile of a "spotlight" ad appearing prominently in the NEW YORK TIMES of May 5. This is the first beer account to be signed by WOR. Note how the sponsor assures prospective listeners that he "will refrain from telling you more than you would care to know about the peculiar excellence and outstanding quality of Kings Beer."

Though beer accounts on the radio have not yet materialized on the big scale anticipated, reports from networks and stations indicate that such accounts will be made available on a wider local and national scale when breweries can bring their production apace with demand. In the meantime, such beer accounts as are on the air have generally won great praise for the tastefulness and inoffensive character of their commercial announcements.

Circularization Asked For Fan Mail Ruling

THE NATIONAL Association of Broadcasters on May 2 asked the Post Office Department to circularize generally throughout the postal service the recent ruling of Solicitor Horace J. Donnelly holding that fan mail may be transmitted, unopened, from station to program sponsor, via essential intermediaries, without the payment of additional first class postage.

The ruling, rendered March 16 on the basis of questions submitted in behalf of WGN, Chicago, by its counsel, Louis G. Caldwell and Arthur W. Scharfeld, is regarded as of great importance, since it makes possible savings of thousands of dollars annually. It was published in full text for the first time in the April 1 issue of BROADCASTING.

Following publication, however, a number of inquiries from agencies and stations indicated that the ruling had not been circularized and that postal officials in the field were still following a regulation issued last February and applying only to the delivery of fan mail from station to network. This information was transmitted to the NAB with the suggestion that it request general distribution of the latest order in behalf of the industry.

Dog Food Account

CALIFORNIA ANIMAL PRODUCTS Co., 1536 E. Twelfth St., Oakland, Cal. (Calo dog food), through its Tampa, Fla. jobber, the Walker Brokerage Co., tested radio over WFLA-WSUN, Clearwater, Fla. for a period of one month recently, using 50 word announcements three times weekly. A leather leash was offered in return for six Calo dog food package labels and 10 cents. The trial, according to the jobbers, produced splendid results and "has fully convinced us of the value of radio advertising."

New Test Campaign

LEHN & FINK PRODUCTS Co., New York, early in May began a test campaign over WCAU, Philadelphia, for its new product, Lawson Robertson's Athletic Rub. Appeal is largely to men, the new liniment having been developed with the help of Lawson Robertson, University of Pennsylvania track coach who is also the famous coach of the American Olympic teams. Robertson appears in the program interviewing athletic stars.

Special Hudson Hookup

HUDSON MOTOR Co., Detroit, sponsoring the Saturday night dance period on NBC-WEAF formerly occupied by Lucky Strike, arranged for a special NBC-WJZ hookup of 36 stations on May 11 for a talk to its dealers. Program was scheduled at 2:30-3 p.m. EDST, with dealer groups gathered in all parts of the country to hear talks by Hudson executives. The Blackman Co., New York, arranged the broadcast.

Optimism Prevades A.A.A.A. Meeting

Radio Advertising Plan Adopted by Executive Board; Charles Gannon Lauds BROADCASTING Magazine

Mr. Gannon

ENCOURAGING signs for advertising, as confidence returns and buying increases, were manifest in the expressions of leaders in the agency field attending the sixteenth annual meeting of the American Association of Advertising Agencies in the Mayflower Hotel, Washington, May 11 and 12.

Radio was absent from the formal program for the first time in several years, but considerations affecting it were very much in the discussions. Radio, however, was the subject of a resolution adopted by the executive board of the A.A.A.A. Though not presented in the open sessions, it was adopted virtually as prepared by the radio committee headed by Charles F. Gannon, chairman, radio executive of Erwin, Wasey & Co., New York.

Resolution Planks

THE RESOLUTION contained 11 planks and was called by its framers "a program for the advancement of radio advertising." Salient features included a proposal that radio stations, advertisers and agencies set up an independent bureau to study radio coverage through signal strength measurements — a counterpart in the radio field to the Audit Bureau of Circulation; that the proposed standard order form for spot broadcasting be adopted; that station and combination rates be published; that the NAB set up agency recognition standards; that agency and advertiser interests in license fees (copyright) and other charges tending to increase radio costs be protected, and that the development of radio representatives be encouraged.

Practically all of these subjects have been discussed in advertising circles, and with the NAB, in the last few years, and it was evident that the A. A. A. A. is looking toward the NAB for wholehearted cooperation in effecting standards relating to commercial uses of radio.

Trade Journal Lauded

IN CONNECTION with the plank urging publication of information about stations, Chairman Gannon took occasion to laud the work of BROADCASTING, declaring that its thorough coverage of the news of radio has been of inestimable value to agencies and advertisers in getting a true picture of radio developments in general and commercial radio in particular.

Mr. Gannon asserted that, in addition to the publication of station rates and other data, the advertising fraternity was vitally interested in the news of station activities, particularly in the type of "idea" news that BROADCASTING regularly carries. Agencies and advertisers, he said, are constantly on the *que vive* for "hunches" that have worked for others which might be adapted in their particular selling fields.

A.A.A.A. Radio Advertising Platform

1. Develop an independent bureau, supported by stations, advertisers and agencies, to study radio coverage through signal strength measurements, and popularity and listening habits through field surveys.

2. In advance of signal strength measurements, to continue the interchange of agency experience with local station coverage throughout the country.

3. Issue and promote, with the cooperation of the NAB, the Standard Order Blank for Spot Broadcasting, for use between agencies and individual stations in placing spot broadcasting contracts.

4. Promote publication of all rates of stations in combination.

5. Promote payments by radio stations of standard 15 per cent agency commission and 2 per cent cash discount on station time.

6. Encourage formation of agency recognition standards by the National Association of Broadcasters and practical application of them.

7. Encourage the listing of complete information about radio stations in standard rate and data service.

8. Encourage the use of standard rate cards for radio by stations.

9. Protect agencies' and advertisers' interests in case of license fees or other charges which tend to increase radio costs and which might make the medium less productive.

10. Study and make available, agency operating data and compensation in handling of radio.

11. Favor the development of radio representatives.

Mr. Gannon's radio committee included H. H. Kynett, Aitkin-Kynett Co., Philadelphia; Joe M. Dawson, Tracy-Locke-Dawson, Inc., Dallas; Proctor H. Pumphrey, Fuller, Smith & Ross, New York; William L. Weddell, Erwin, Wasey & Co., New York; Howard Angus, Batten, Barton, Durstine & Osborn, New York; John U. Reber, J. Walter Thompson Co., New York, and Henry Dwight Smith, McCann-Erickson, Inc.

Truth in Advertising

IN CONNECTION with the plans of Assistant Secretary of Agriculture Tugwell to formulate "truth in advertising" legislation in the foods and drugs fields, elsewhere treated in this issue, the A.A.A.A. executive board passed the following resolution:

"The American Association of Advertising Agencies is in sympathy with the purpose of the Government to discourage and prevent false or unfair advertising, and will be glad to cooperate in any constructive legislation that does not hamper legitimate advertising and a reasonably persuasive appeal to the public."

The note of optimism evident at the meeting was first struck by Henry T. Ewald, chairman of the A.A.A.A. board and president of Campbell-Ewald Co., Detroit, in his opening address.

Encouraging Business Signs

"LOOKING into the future," he said, "we find much that is encouraging. We look over the business field and we see abundant evidence of the constructive force of advertising in the relative standing of business institutions that have been able to maintain their advertising activities during the last few years, as compared with those who have not.

"The administration here in Washington is doing much to stimulate returning confidence and to encourage buying. The upward swing is under way. These efforts are producing results. As the wheels of industry gather speed, management must realize that only by keeping the money received in active circulation in the form of wages and salaries can a condition of sound prosperity be developed."

Mr. Ewald declared that "the manufacturer is discovering that production is only the first step in the building of a business. He is discovering the importance of consumption in the economic scheme. "There must not only be continuous production," he said, "but, more important, continuous demand—and above all—continuous ability to buy.

"Advertising as a business or profession is faced by a great responsibility, and, I am confident, by a great opportunity. Advertising has not and cannot change economic laws. But it has softened the impact of uncontrollable conditions. Facts indicate that consistent advertisers have suffered less than non-advertisers."

Speaker Rainey Optimistic

THE OPEN session of the convention had a few incidental mentions of radio, the banquet being featured by a relay by NBC land line of Speaker Henry T. Rainey's highly optimistic speech about the upturn of business conditions from Pittsburgh where he had been grounded on an airplane trip due to weather and thus prevented from arriving in Washington in time. The talk was broadcast over NBC. The banquet program included some enthusiastically received songs by The Revellers, the Countess Albani and John Charles Thomas.

The morning session program included, besides Mr. Ewald's opening address, talks on "Studies of Outdoor Traffic," by Dr. Miller McClintock, director of the street traffic research bureau of Harvard University; "Trends in Food Distribution," by C. W. Dipman, editor, Grocery Trade News and The Progressive Grocer; "How Does the Consumer Think, Feel, Act and Read?" by Otis L. Wiese, editor, McCALL'S Magazine; "Trends in Drug Distribution," by Wroe Alderson, Department of Commerce.

A symposium on "Creating Advertising in Times Like These" featured the first afternoon session. It was led by Stuart L. Mims, J. Walter Thompson Co., discussing the "Spud" account; F. G. Hubbard, Fuller, Smith & Ross, discussing the National Canners' Association account; Shelley E. Tracy, Tracy-Locke-Dawson, discussing the Conoco campaign, and Gilbert Kinney, J. Walter Thompson Co., speaking on a general subject.

Replies to Reformers

MR. MIMS replied to those who expect too much from current movements to restrict advertising when he suggested he should stop trying to put a halo around advertising. "Advertising," he said, "is of the market place and can never be literally truthful to the degree now urged by many reformers. It must by the very nature of its job be partisan. If what the Democrats said about the Republicans in the presidential campaign of 1932 was true, they all ought to be in jail, including the former President. If what the Republicans said about the Democrats was true, the whole Democratic party should be in lunatic asylums. Advertising, like politics, belongs to the persuasive arts and will live in proportion as it is successfully persuasive."

Radio People Attend

RADIO figures were prominent among those attending the open sessions May 11. They included H. K. Boice, CBS vice president in charge of sales; Karl Knipe, CBS sales manager; E. P. H. James, NBC sales promotion manager; Frank Mullen, NBC; Henry A. Bellows, CBS Washington vice president; Harry Butcher, manager, WJSV, Alexandria, Va.; I. Z. Buckwalter, Mason-Dixon Group; Arthur Church, KMBC, Kansas City; H. K. Carpenter, WPTF, Raleigh, and Philip G. Loucks, NAB managing director.

Officers Elected

THE FULL slate of officers and regional council representatives elected at the closing session of the A.A.A.A. will be found on Page 29 of this issue.

XUM

Progress Made on Regulatory Program For Securities, Food-Drug Advertising

Both Houses Pass Stocks-and-Bonds Restrictive Bill; Broadcasters Confer With Agricultural Officials

THE ADMINISTRATION program for regulating the advertising of securities and of foods and drugs moved forward during the last fortnight, with the securities measure close to final enactment as BROADCASTING went to press. Proposed food and drug advertising legislation, however, is still in a formative stage in the Department of Agriculture, with little likelihood of action of any character until the January reconvening of Congress.

Both Senate and House passed measures to make mandatory the "truth in securities" advertising idea, and on May 9 conferees of the two houses began deliberations to compose their differences. Having as its objective protection of the investing public by compelling publication of all pertinent facts in connection with new issues of securities, the measure will prescribe definitely limitations within which securities may be advertised in print or by radio. The advertising restrictions will apply to all media in the same way.

Tugwell Holds Parley

FOLLOWING conferences with representatives of broadcasters, publishers and other advertising groups April 29, Assistant Secretary of Agriculture Rexford G. Tugwell and his assistants began drafting legislation to revise the Food and Drugs Act so as to make its provisions applicable to all advertising of commodities falling in those broad categories. Mr. Tugwell made it clear that the department does not propose censorship of advertising in any form but is seeking information at the conferences for ways and means of drafting legislation to protect the public against foods and drugs injurious to health.

As BROADCASTING went to press, it was stated at Prof. Tugwell's office that actual drafting of the proposed legislation had not yet begun. Since Congress plans to adjourn its special session next month, it was indicated that nothing in the way of definite legislation can be expected prior to the next session.

In behalf of the broadcasting industry, Philip G. Loucks, NAB managing director; Frank M. Russell, NBC Washington vice president, and Henry A. Bellows, CBS Washington vice president, attended the Tugwell conferences. Along with newspaper representatives, they concurred in the purpose proposed to be achieved through the new legislation but urged that the media used to advertise improper products should not be held equally liable with the manufacturer or the seller. In the absence of any conspiracy, they contended, sole responsibility should rest with the party which makes, ships, advertises and sells the harmful product.

On April 27 and 28, Agriculture Department officials conferred with representatives of advertising agencies and of the food and drug trade. Opposition was expressed by the trade groups to writing into the law standards and formulae for food and drug products. John Benson, president of the American Association of Advertising Agencies, explained to the officials the operations of the newly created board of advertising appeals established to pass on the merits of advertising claims.

Participating in the conferences for the government, in addition to Prof. Tugwell, were Walter G. Campbell, chief of the Food and Drug Administration and for many years an advocate of revision of the law to embrace advertising, and Prof. Milton Handler of the Columbia University School of Law, who is assisting in the framing of legislation. Even after legislation is drafted and submitted to Congress, it is likely that full hearings will be held before appropriate committees of House and Senate.

California Bill Limits Radio Drug Advertising

BROADCASTERS are preparing to wage another fight against anti-radio legislation introduced in the California Assembly and designed to restrict radio advertising of all patent medicines, drugs, mineral waters and similar products. Misleading and untrue testimonials would be barred. Radio leaders intimated they would withdraw opposition if newspapers were included in the bill. Last month broadcasters were successful in defeating a measure which would have set up state control of broadcasting in California.

RCA Turntables

THE MORE than 100 stations which already have purchased new RCA Victor transcription turntables have been notified from Camden headquarters of that company that they will be supplied, gratis, with new large diameter turntables including a speed reduction device which will be furnished with all new equipment. It was brought out that up to the present the apparatus has been equipped with 12-inch turntables designed for use with rigid type transcription discs, and that the new turntables are designed to accommodate the new flexible discs.

Chesterfield Back

CHESTERFIELD returns to the air June 5 over practically the same CBS network it previously used with a new weekly program featuring Lew Holtz, comedian and master of ceremonies, and Len Hayton's orchestra, Fridays, 10-10:30 p.m. Norman Brokenshire will again be announcer. Account is booked for 52 weeks and is handled by Newell-Emmett, Inc., New York.

Kaltenborn Will Report World Parley for CBS

Mr. Kaltenborn

H. V. KALTENBORN, noted CBS news commentator, who forsook newspaper work years ago to devote his full time to radio and the lecture platform, sails for England May 27 to report the World Economic Conference in a series of broadcasts over CBS from London. Periodical broadcasts will be heard over the network from the opening of the conference June 12, when King George V will preside, until its close.

Joint Hearing June 12 On KTM-KELW Issue; Four Seek Channel

A JOINT hearing on the several appplications for the facilities of KTM and KELW, Los Angeles, which share 780 kc. with 1 kw., has been scheduled by the Radio Commission for June 12. The stations themselves, recently relicensed temporarily after the Commission had considered Chief Examiner Yost's recommendations that they be deleted for alleged failure to serve public interest, are seeking a license renewal, though they are under contract to the Hearst LOS ANGELES HERALD for purchase if relicensed at the reported sum of $35,000 and $25,000, respectively.

The LOS ANGELES HERALD at the hearing will seek authority for voluntary transfer, the stations being represented by Paul D. P. Spearman. The Don Lee System seeks 500 watts on 780 kc. for a new station at Redlands, Cal., being represented by John W. Guider. Earle C. Anthony, operator of KFI and KECA, seeks their channel for KECA, being represented by Louis G. Caldwell and Arthur Scharfield. The McClatchy newspaper interests, operating KFBK, Sacramento, seeks 500 watts on the 1430 kc. frequency of KECA if that station should get the 780 kc. frequency. Frank D. Scott is the attorney.

Applications of KFAC, Los Angeles, and KQW, San Jose, for the 780 channel have been withdrawn, as has the application of W. L. Gleeson for a new station on 780 kc.

RCA Quarter Loss

GROSS INCOME of $13,222,053 from all sources, but a net loss of $478,163, for the first three months of 1933 was reported in the quarterly statement of RCA issued May 5 by David Sarnoff, president. Operations represented $12,981,058 in income and other income totalled $240,995. Cost of sales, operation, development, selling and administration amounted to $12,665,306 and interest, depreciation and amortization of patents represented deductions of $1,034,910. RCA's surplus on March 31 was stated as $9,373,020.

WEVD, Debs Memorial Radio Fund station in New York, on May 10 applied to the Radio Commission for a power increase from 500 watts to 1 kw.

Swanson Rescinds Ban on Broadcasts

Navy, Marine Bands on Radio Again to Please Listeners

SWAMPED with letters of protest from all parts of the country, Secretary of the Navy, Claude A. Swanson on May 4 rescinded the order of his predecessor issued last February prohibiting the Navy and Marine bands from broadcasting except on special occasions. Charles Francis Adams, who retired as the Naval Secretary on March 4, had issued the order after union musicians had charged that the service bands created unfair competition.

"Since the elimination of Navy and Marine band radio broadcasts," Secretary Swanson said in his order, "there have been such strong and nation-wide protests from societies, schools, hospitals, institutions and private individuals who had been enjoying the high quality of this music, that I feel, in the interests of these people, especially the invalids, the broadcasting should be resumed.

"Patriotic Hours"

"THE NAVY and Marine bands are therefore authorized to participate in regular concert broadcasts, which will be considered especially for the benefit of those confined in the government and civil hospitals and institutions, and will be considered the government's share in the amusement of the inmates. The broadcasting will be called 'Patriotic Hours'."

Prior to the Navy ban, broadcasts by the service bands, which began almost with the inception of network radio, consumed about 14 hours each week as sustaining features and were among the most popular features on the air. The Army band did not stop broadcasting since the War Department did not sustain the unfair competition charges made by Joseph H. Weber, president of the American Federation of Musicians.

Congress Complained

ISSUED on Feb. 28—just four days before Secretary Adams retired from office—the order banning Navy and Marine band broadcasts precipitated a furore in Congress. The Navy was attacked by Rep. Britten, of Illinois, ranking Republican on the Naval Affairs Committee, and by Rep. Blanton, (D.) of Texas. Two lame-duck members, LaGuardia, New York, and Stafford, Wisconsin, both Republican, defended the order. The latter charged that the military band concerts were sandwiched in between paid advertisements so that broadcasters derived a profit from them.

KTSA Gets Full Time

FULL TIME for KTSA, San Antonio, Tex., was secured on April 29 when the Southwest Broadcasting Co., operator of the station, was authorized to purchase and eliminate KFUL, Galveston, Tex., with which KTSA had shared time. KFUL formerly was owned by the GALVESTON NEWS & TRIBUNE. KTSA now gets full Southwest network and CBS schedules.

Using the Mail to Map Station "Circulation"

By JOHN J. KAROL[*]

CBS Director of Market Research

Questionnaires and Fan Letters Found Accurate Indices To Listening Areas at Relatively Low Cost

"EDUCATION by radio", the phrase which appears in the title of this Institute, seems to me to be a rather apt description of the activities of our research department during the past few years. I do not mean to imply by this that we have been educators. On the contrary, we have been the students and radio is educating us. Observing and studying this vital new medium almost since its very inception, we have learned a good deal about it—at least enough to direct our thinking toward the solution of some of the "unknowns" of broadcasting.

Radio offers such a limitless and interesting field for extensive research that, measured against theoretical ideals, we have as yet only taken the first steps. But we believe we have taken some significant steps and, although the span of this work has been limited by radio's youth as an industry, we have learned something about the nature and extent of the listening audience.

Letter-Writing Nation

THE TECHNIQUES which we have employed are, for the most part, the familiar tools of research —the personal interview and the mail questionnaire. Broadcasting, however, offers one additional tool which has proved helpful in our research work—audience mail.

Among the "Social Effects of the Radio" listed in a chapter of "Recent Social Trends" is a statement that "Letter-writing to celebrities is a wide practice." Our experience indicates that this practice is not limited to celebrities and radio has apparently now made America the great letter-writing nation. During the past year the stations affiliated with CBS received over 15,000,000 letters. In New York City alone, CBS has received over 3,000,000 pieces of mail in the past 12 months. And these figures do not include the vast quantities of mail addressed directly to program sponsors.

Morons Well Distributed

BUT the point I wish to discuss does not concern the quantity and nature of audience mail. Even though Will Durant may classify most radio fan letter writers as morons, these letters have proved of real value to us. Fortunately for the purpose of using mail in coverage studies there appears to be a fairly even pro-rata distribution of "morons" among all states and all counties in the United States. Incidentally, Mr. Durant might be somewhat embarrassed if he knew that some of the so-called "morons" from whom audience mail has been received include leading business men, doctors, lawyers and university professors.

Since one of our first interests concerns the location of the listeners to our stations, our studies of audience mail have, for the most part, been quantitative in character. Certain facts concerning station coverage may be obtained from a careful statistical analysis of audience mail. For, when Mrs. Jones, living in Kokomo, writes to the station she has been listening to and requests something which has been offered on a given program, it is a fact that she has heard that offer broadcast over the given station. If sufficient people in Kokomo write to the given station, it is factual evidence that that station can be received clearly on the average radio set in that city. Thus, fan mail when properly used, does offer a tool for evaluating the coverage area of broadcasting stations.

We have made good use of that tool during the past few years and it has been the basis of our published "Listening Area" maps. Our first "Listening Area" study, published in 1931, was a decisive step aimed at taking the blue sky out of radio station claims. Previous to its publication, there were several methods of determining the coverage areas of broadcasting stations. The simplest, of course, was an arbitrary circle drawn around a given station, the radius of this circle depending on the station manager's enthusiasm. Other maps were drawn, by simply plotting the total fan mail received over a period of six months or a year. These, needless to say, were also very flattering to the individual stations.

In seeking a uniform method for determining the regular listening areas of each of our stations we considered a number of possibilities. Field strength surveys conducted by engineers had been prepared for certain stations. Aside from the prohibitive cost involved in making such field strength measurements for an entire network, this method was discarded because it did not tell us the whole answer to the problem. Engineers' field strength maps indicate where a station can be heard but fail to tell where that station is actually listened to regularly and habitually.

Evolving a Method

OBVIOUSLY none of these measurements was a conservative measurement of the average coverage of a radio station. So we decided to recreate average conditions as nearly as possible in making this study. We tried to select an average week, an offer of average appeal and an announcement of average length. In detail the method employed in preparing our first series of "Listening Area" maps was as follows:

First step—A souvenir radio map of no intrinsic value was devised to be offered to radio listeners.

Second step—A week was selected for making the offer over the air—a week early in October when atmospheric conditions were average rather than favorable.

Third step—A 60-second announcement was written, offering this souvenir to radio listeners.

Fourth step—Every station on the CBS network made this announcement, through its local announcer, not on a network hook-up.

Fifth step—The announcement was made for 7 days, in the morning, the afternoon, or the evening, so that responses would represent an average audience, not a peak audience.

Sixth step—All the mail received by each station in response to these announcements was forwarded to CBS, New York, for auditing and tabulation.

Seventh step—The requests for the map were tabulated and audited by counties for each station.

Let me make it clear at once that the total number of requests received by each station were not plotted as such, on a map, but the audited figures of returns by counties were compared with the population of each county to determine the ratio of requests per thousand population for each county. From these figures the maps were plotted on the following basis:

> Counties which yielded from 50 to 100 per cent as many requests (per thousand population) as the county in which the station itself is located were mapped as "intense" coverage. Counties which yielded from 25 to 50 per cent as many requests (per thousand population) as

(*Continued on page 26*)

MACHINE ANALYZES FAN MAIL

Men Write 39 Per Cent of Letters, Critical Response Small, NBC Classification Reveals

THE NATIONAL Broadcasting Company felt for a long time that its audience mail could be made to yield additional valuable information if more thoroughly analyzed. Now, that is being done. On Feb. 1 a battery of card-punch and counting sorter machinery was put into operation at NBC headquarters in New York.

Although still somewhat experimental, the new set-up has already revealed some interesting facts. For the present, only eastern mail directed to sponsors' programs and fan mail addressed to the NBC's eastern division are being handled and analysed.

The mail is classified into two groups — direct and indirect response. The direct mail includes letters addressed to sponsors of commercial programs by name. It is tabulated but not opened and is sent direct to sponsors or to their advertising agents.

The indirect mail—that is, letters and cards addressed to the broadcasting company only,—includes sustaining program comments, letters of general appreciation of NBC features and the like.

During February, indirect mail constituted 10.3 per cent of the total eastern division response; requests for offers, 39.3 per cent; appreciation response, 29.9 per cent; critical response, only 2.1 per cent.

The sex of the writers making up this total of indirect mail is also highly enlightening. Male response totalled 38.8 per cent as against 46.7 per cent for female response. Thus, a widespread opinion that women are many times more prolific letter writers than men seems to be refuted.

NBC Fan Mail Calculator

The percentage story for February of the indirect mail response for NBC's eastern division follows:

Appreciation	29.9
Constructive Criticism	.7
Adverse Criticism	1.4
Requests for Offers	39.3
Requests for Information	6.1
Requests for Invitations	11.1
Response to Contests	3.7
Contributions	7.8

Writers were classified as follows:

Male	38.8
Female	46.7
Children	2.2
Unknown	12.3

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[*] An address before the Fourth Annual Institute, Education by Radio, Ohio State University, May 4.

ASCAP Designates Counsel To Meet Baker on Copyright

Program Foundation Organization Completed; European Composers Sue U. S. Society

IF ANY compromise is reached between the NAB and the American Society of Composers, Authors and Publishers for a reduction in music royalties to forestall litigation seeking dissolution of the alleged copyright monopoly, it will be through negotiations between Newton D. Baker, NAB special copyright counsel, and Nathan Burkan, general counsel of ASCAP. ASCAP's case has been turned over to Mr. Burkan, and E. C. Mills, ASCAP general manager has departed for a month's stay in Europe.

Meanwhile, the NAB is perfecting its bill of complaints for a possible dissolution suit, and also has completed organization of the Radio Program Foundation, designed to build up a radio music and program pool which ultimately would release it from dependence upon ASCAP. Even should ASCAP finally capitulate to the Baker demands for a reduction in royalties, the intention is to proceed with the Program Foundation.

Baker Awaits Word

AS BROADCASTING went to press, Mr. Baker was still awaiting word from the ASCAP general counsel. On April 4, after an NAB committee headed by President Alfred J. McCosker, director of WOR, Newark, had walked out of a meeting with Mr. Mills when that official said there would be no revision of contracts "except upward", it was stated flatly that all negotiations were off and that steps would be taken for ASCAP's dissolution.

Mr. Mills, however, immediately invited Mr. Baker to resume negotiations. In a letter to Mr. Mills April 16, the distinguished NAB counsel said he would be willing to discuss the matter only on condition that the negotiations be on the basis of a "measured service", or a per piece plan whereby stations would pay nominal royalties only on the ASCAP numbers used, and that providing that ASCAP immediately amend the present three per cent of net receipts scale to the payment of that royalty only on receipts from programs using ASCAP music.

Mr. Baker's ultimatum was considered at a special meeting of the ASCAP board April 27. On May 1, Mr. Mills wrote Mr. Baker that his board had referred the entire matter to the ASCAP general counsel who would communicate with him "at an early date."

Suit Still Threatened

REGARDING litigation, there is still a question as to whether a dissolution suit will be brought by NAB itself, in behalf of the industry, or whether the Department of Justice or Federal Trade Commission, both of which are investigating ASCAP, will prosecute. In any event, Mr. Baker is prepared to initiate the action, should the conversations with Mr. Burkan lead nowhere. The former Secretary of War is determined to have no sidestepping of the main issue —a reduction in the tribute paid ASCAP by all stations and permanent settlement of the difficulties, it is said authoritatively.

To all reports of threatened litigation, Mr. Mills has replied that ASCAP would invite government investigation into its activities. "Even if the action of the broadcasters were successful and we were declared to be a combination in restraint of trade, it would provide no solution," Mr. Mills said. "Broadcasters would then be under necessity of dealing with thousands of copyright owners."

Composers Battle

MEANWHILE, ASCAP is having its troubles on other fronts. The Society of European Stage Authors and Composers, Inc., 113 West 42nd Street, New York, has filed suit against ASCAP in the Supreme Court of New York for $250,000 damages. The suit alleges that after an agreement had been arranged last year and was ready for signature, under which CBS was to pay $17,850 as a license fee for broadcasting music controlled by the European group, ASCAP "wrongfully and maliciously made false statements about the plaintiff and its officers and its right to the works in its catalogue" which caused CBS to refuse to sign the contract. It was further alleged that ASCAP was "induced by jealousy and a desire for personal gain" to prevent the consummation of the agreement.

The same copyright group also filed two suits in the U. S. District Court at New York May 7, each for not less than $5,000, alleging the use of its works without permission. One suit named Harold Stern, orchestra leader, and Herman Bernie, Stern's manager, as defendants, and the other was against the Marcus Loew Booking Agency, Inc., as operator of WHN, New York, alleging that the song "Sag Ja", had been sung over the station without permission.

NAB Foundation Formed

NAB completed organization of the Radio Program Foundation in New York May 3 at a meeting of the board of trustees. Mr. McCosker was elected chairman of the board and Oswald F. Schuette, director of copyright activities of the NAB, was elected president. Joseph C. Hostetler, partner of Mr. Baker, and member of the Cleveland firm of Baker, Hostetler, Sidlo & Paterson, was elected secretary. Philip G. Loucks, NAB managing director, was chosen treasurer. The board of trustees, headed by Mr. McCosker, will control the policy of the Foundation, while active management will rest with Mr. Schuette.

Immediately after the meeting Mr. Schuette began conferences with copyright owners and representatives of copyright owners owning titles not included in the ASCAP pool. He said the Foundation would begin functioning under the full powers granted in the charter within a short time. Headquarters are likely to be maintained in Washington.

While Mr. Mills was said to be going to Europe for the purpose of attending the annual meeting of the Confederation of Performing-rights Societies in Copenhagen, he doubtlessly intends to take steps to "sew up" European music sources for the ASCAP catalogue. The NAB Foundation, it is understood, has been approached by numerous copyright owners, including European, with a view to working out arrangements for performing rights in this country.

A number of broadcasting stations in New England, it is reported, have been threatened with infringement suits by the Associated Music Publishers, Inc., a subsidiary of Wired Radio, Inc., which in turn is a subsidiary of the North American Company, big public utility holding company. This company, claiming ownership of performing rights for an European catalogue, has threatened infringement suits for numbers performed in 1931, at $250 each, or the alternative of the stations accepting performing licenses, the terms of which are not known.

In a special bulletin to all stations issued May 9, Mr. Schuette vigorously attacked ASCAP for its campaign to exact license fees from minor business establishments, pointing out that this was being done despite the promise of ASCAP officials to Congress a year ago that this would not be done.

"Although ASCAP gave a formal promise to Congress a year ago that it would make no effort to collect royalties from small restaurants and other minor business establishments, an ASCAP campaign to exact such license fees is now going on in various parts of the country", Mr. Schuette said.

Urges Stations to Act

"COOPERATING broadcasting stations have sent me details of the campaigns in their localities, together with copies of the threatening letters received from the Society by restaurants that have radio receiving sets. Apparently there is no uniformity in this campaign. As it is important that we should have full information concerning the methods used in different cities, I am asking all stations to make inquiries in their own localities concerning these operations. It will be of particular service if each station will send me copies of correspondence and other information about the methods by which the Society is undertaking to obtain fees from small restaurants in violation of its pledge to Congress."

Advising stations to ask their Senators and Representatives to act, Mr. Schuette suggested also that the small users should likewise ask their Congressmen to present the matter to Chairman Sirovich of the House Patents Committee, to whom the pledges were given. "Or," he concluded, "they should ask their Senators or Representatives to call the situation to the attention of the Department of Justice or the Federal Trade Commission. Both of these government departments are now investigating the ASCAP organization and its methods."

Owen D. Young Resigns From RCA, Remains As Chairman of G E.

FACED with the choice of remaining either with the RCA or the General Electric Co., under the consent decree entered in the government's anti-trust suit against RCA, Owen D. Young has resigned as chairman of the executive committee and as a director of RCA, according to announcement May 5 by David Sarnoff, president. Mr. Young elected to remain as chairman of General Electric.

Mr. Young, who was instrumental in the formation of the RCA in 1920 as an executive of General Electric, said he felt it was his plain duty to remain with General Electric since that company has divested itself of control of RCA under the consent decree. The RCA directors accepted the resignation with the "keenest regret" and with thanks to him for his "long, devoted and loyal services to the company."

Simultaneously the RCA board announced that at its May 4 meeting all officers of the corporation had been reelected. They are: Maj. Gen. J. G. Harbord, chairman of the board; David Sarnoff, president; J. R. McDonough, executive vice president; Manton Davis, vice president and general attorney; Otto S. Schairer, vice president in charge of the patent department; George S. DeSousa, treasurer; Henry A. Sullivan, comptroller, Lewis MacConnach, secretary, and Robert C. Proppe, assistant secretary.

KFAB Libel Suit

THE SUPREME Court of Nebraska will hear arguments May 18 in the Sorensen vs. KFAB libel case, and is expected to sustain automatically its previous decision holding a radio station equally liable with a speaker for libel uttered over its facilities. In hearing the case previously, the court upheld the libel contention, but remanded it to the lower court on the ground that it had erred in instructing the jury. This procedure was necessary to prepare the case for the Supreme Court of the United States for final adjudication, because of its importance to the radio industry. NAB is cooperating with KFAB in the litigation.

Westinghouse Moves

REMOVAL of its radio offices, radio laboratories and store rooms from the Westinghouse plant at East Pittsburgh, Pa. to its manufacturing plant at Chicopee Falls, Mass., is being effected by the company. This action follows the recent promotion of Walter C. Evans to manager of the Westinghouse radio department in charge of sales, manufacture and research, as well as broadcasting. Mr. Evans now is making his headquarters at Chicopee Falls.

Suggests Protective Law on Copyright

Revision of 1909 Act to Restrict Performance Fees To Station Originating Broadcast Proposed

By C. C. (CY) COLBY
Former President, RMA

HOW FAR can the copyright owner go in collecting royalties for public performances where radio is concerned, such as recordings and transcriptions, programs originating in network studios, hotel receivers, etc.? The man in the business of broadcasting has lost sight of this important issue because he has been absorbed with his own troubles with the American Society and the broadcasters. In this article, the former president of the Radio Manufacturers Association and former president of Samson Electric Co., now a Boston attorney, invades these little discussed aspects of copyright, which happen to be of vast importance to the entire industry. He offers a definite legislative program to correct existing evils.

Mr. Colby

ONE OF the ominous clouds overhanging the radio industry is the copyright situation.

This affects directly the broadcasting station, and indirectly not only those who support broadcasting through their time on the air and the manufacturers of radio receiving equipment, but also the large army of listeners throughout the nation.

When it is realized that the Copyright Act now in effect was passed in 1909, before the advent of broadcasting, and that within another year it will be a quarter century old, no one will contest the fact that there should be legislation to bring this statute in step with the developments of the last 24 years.

Rights of Composers

NEITHER will any one contest the fact that it is and should be a fundamental policy of the country to protect properly the composer, author and publisher in the performance, use and distribution of their copyrighted material in order that they may be suitably recompensed for their work and effort.

On the other hand the new copyright law should be set up with justice to all and the developments of the last quarter century should have their fair bearing in the new regulations. Particularly is this true of radio, which is proving of inestimable value as a means of disseminating information and education, as well as a morale builder through its entertainment features, especially in this period of depression.

The radio industry has had a decade of wrangling, fighting, upheaval and disillusion caused by unfair attempts to monopolize illegally the rights granted by the government to inventors, and as one surveys the results of this ten-year war around radio patents it should be obvious that a new deal on copyright legislation should be such that no rights granted in the future could ever be made the basis of oppression.

Fundamental Issues

LET US consider this problem in a common-sense way. Granting at the outset that copyright is a complicated subject, we are concerned only with the relation of copyright to the radio field and we believe that the fundamental elements in relation thereto are not hard to understand when set forth in a simple manner.

Copyright grants to the composer, author or publisher control of his copyrighted work. He is given the right among others to control the *performance* and the making of *copies* or *records* of the copyrighted material.

An extremely important distinction between these two is the time element involved· A performance of the musical composition by an orchestra, for instance, begins with the first note and ends as the last note dies away. On the other hand, if a record is made of this performance a reproduction of the performance may be had at a later date as often as desired by the use of suitable reproducing means.

The United States Supreme Court did not recognize this difference in time element in the cases which have come before it under the existent statute. This has caused considerable confusion with relation to the right to receive broadcast programs and indicates a need for redefinition by legislation.

Ruling on Hotels

THE LEADING case on this subject, Gene Buck et al vs. Jewell-LaSalle Realty Company, 283 U. S. 191, was decided in 1931. In this case a hotel's reception through a radio receiving set and loud speakers for the benefit of its guests of a copyrighted musical composition broadcast from a radio station was held *to constitute a performance of such composition.*

Let us consider for a moment the reasonableness of the situation this decision creates. There can be no audible transmission of a musical composition except by the producing of air waves which when they come in contact with the diaphragm of the ear give an effect which we call sound. Listeners are therefore a necessary element in the performance of a musical composition and the effect of radio transmission is only to enlarge the number of listeners.

In the opinion above cited Mr. Justice Brandeis laid emphasis on the fact that the electrical means used to transmit the program was inaudible. He said: "In the microphone of the radio transmitter the sound waves are used to modulate electrical currents of relatively high frequencies which are broadcast . . .These radio waves are not audible. In the receiving set they are rectified; that is converted into direct currents which actuate loud speakers to produce again in the air sound waves of audible frequencies."

Double Performance

BECAUSE of this inaudible intervening means of electrical transmission the reception and reproduction in the hotel of a musical composition was held to be *another performance.*

If we follow out this theory of the intervening inaudible electrical means of transmission to a logical conclusion it would mean that where transmission was by carrier wave frequency over wires the musical composition transmitted would be re-performed where received because such transmission is inaudible.

It would seem naturally to follow that where the transmission of a program by the use of wires in the ordinary amplifying system, inasmuch as the electrical means interposed between the original air waves and the air waves set up in the loud speaker is inaudible, would be another performance. For instance, imagine a large audience before whom the musical composition was being rendered, where a portion of the audience could hear the direct air waves while thousands beyond the range could hear only by means of an electrical amplifying system through the reaction of the secondary air waves set up by the loud speakers of the system. Here then would be a double performance in the presence of a single audience.

Re Record Making

THERE is but one place where the instruments are and the instrumentalists are playing. Here is the performance. When the music ceases the reproduction, whether local or at a distance transmitted by electrical means, ceases. It is simultaneous. In point of time that performance is over. The intervening electrical transmission means has simply enlarged the audience.

Let us for a moment consider the situation of recorded performances. Here the performance has been reduced to permanent form, a record has been created and by the use of suitable reproducing means a reproduction of the performance may be had,—yes, is intended to be had, at a later date. The *performance* of the musical composition took place in the recording studio. It is over. It is probable that no one outside the recording studio heard it. The intent in making it is that a reproduction of the composition may be had through the use of suitable mechanical or electrical means *later* at will so long as the record shall last.

The record of a musical composition is analogous to a published book, the enjoyment of which is brought to the mind through the ear by suitable reproducing means, rather than through the eye. It is made for sale and distributed through the trade like the book. Once sold its use cannot be controlled by the manufacturer in the case of a record or a publisher in the case of a book.

A Trap for Performer

THE TIME to protect a copyright owner in the case of records is when the license to record the composition is given, but he should be given no more right to interfere with its sale, distribution or use than is permitted in the case of a printed copy of a published copyrighted work.

Under the Copyright Act of 1909 intent to infringe is not essential. Consequently if the reception of a broadcast program is to be considered a performance within the meaning of the act a situation is created which is not only unfair, but which will result in thousands of unintentional infringement cases, as an operator of a receiving set has no adequate means of informing himself in advance as to the musical compositions to be played or whether the broadcaster is licensed as to each or any of them.

The result of this situation is to set a trap for the operator and to provide a means for the copyright owners to work an extensive racket in demanding royalties of every owner of a hotel, restaurant, arena, dance hall—in fact any place where the public is admitted.

Means of Relief

MR. JUSTICE BRANDEIS in the case above mentioned sensed this and pointed the way to its relief when he said: "It may be that

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Building and Loan Program Stabilizer In Banking Holiday

"Hoss Sense" Hiram Restores Confidence of D. C. Public

By WILLIAM S. QUINTER
Secretary, Building Ass'n. Council
District of Columbia

THIS IS a story of how a fictitious radio character successfully stood guard over more than $87,000,000 during the hectic, uncertain days of the bank holiday. It is also another instance of radio being able to do something which would have been impossible in any other advertising medium.

Last January the 17 building and loan associations of the District of Columbia, which comprise the Building Association Council, first considered the possibilities of using radio as a medium to tell people of the services of those associations. The original plan was to use a series of spot announcements in connection with Thrift Week.

Homely Character Proposed

DISCUSSION of the matter with the Henry J. Kaufman Advertising Agency, however, brought a suggestion for a more consistent use of radio. Shannon Allen, head of the Kaufman radio department, carefully analysed the particular job we wanted done and then suggested a program idea to do it.

This suggestion contemplated the creation of a radio character whose homely humor and native wit gave his remarks an entertainment value and whose obvious good sense and hard-headedness gave weight to what he had to say relative to building and loan associations.

Evolution of Program

THAT this character might logically, and in an entertaining way, deliver his remarks, two other characters, a nephew and the nephew's wife, were created. The scene was laid in a typical middle class Washington home. Simple situation humor was present, and the nephew, a rather gullible chap, established a perfect foil for the Uncle's remarks.

And so, "Hoss Sense" Hiram, on a very modest schedule of three times a week in five minute periods, started on WRC for 13 weeks, ending April 17. Suspended for the summer, this program will return to the air in September for 26 more weeks.

From the beginning it was apparent that in "Uncle Hiram" we had a means of calling public attention to points which heretofore had been difficult to make clear. He very shortly established a following and earned a reputation as a man of few words, but who, when he spoke, spoke with authority and "hoss sense".

Role in Bank Holiday

THEN the bank holiday!

Building and loan associations as well as banks were affected by Treasury Department rulings. The public was hoping for the best, wanting to believe that all was well, anxious to be assured—but withal, extremely sceptical.

But they believed "Hoss Sense" Hiram!

For weeks he had been coming into their homes, a kindly, shrewd old gentleman. They had confidence in him, and in his judgment on things. Fortunately, "Hoss Sense" in his regular calls had been commenting on things of the moment, so there was no stepping out of character when he began going to the mat with the local fiscal situation.

The nephew and his wife voiced every question and uncertainty that were in the public mind at the moment. Quietly, forcefully, and with a manner that insured confidence, "Hoss Sense" Hiram gave them the facts, allayed their fears and kept them in line. So common-sense were his statements, so accurately did they apply to the local situation, that any one listening was certain to be reassured.

Stands the Test

AND THEN came the test. The Treasury Department lifted its restraining orders. The doors were open again. People had the opportunity of indicating their confidence in the building and loan associations. "Uncle Hiram" had been the only spokesman for the council during the holiday, but evidently he had done his job well, for deposits immediately exceeded withdrawals.

The Building Association Council of the District of Columbia is thoroughly convinced that radio, as a medium for reaching a great number of people, can be utilized to create a definite public impression of a service or a product. Success depends on planning a program which entertains and which at the same time puts over the idea desired by the sponsor.

NEW STANDARD OF COVERAGE

Listening Habits Held Inaccurate Index to Station's Reliable Service; Scientific Check Urged

By EDGAR H. FELIX*

Mr. Felix

THE VALUATION of the coverage of a broadcasting station has never been on the gold standard. In fact, only recently has anyone attempted to establish any recognized standard for the determination of the coverage of a broadcasting station.

Numerous attempts have been made by broadcasting managements to evolve a service claim by assuming an arbitrary coverage radius, by the cumulative tabulation of mail response and by the wholesale questioning of listeners. But no broadcasting station has uniform coverage in all directions and there appears to be only a vague relation between power and service range.

Mail tabulations do not distinguish between regular listening and reception under unusual conditions at hours which the advertiser does not purchase. Questionnaires are frequently misleading, listeners often claim to regular utilization of a station despite the fact that it delivers unsatisfactory service to them.

For example, XER, Villa Acuna, Mexico, is claimed as a source of regular-service by listeners in every state of the union and every province of Canada, but it renders regular and enjoyable service in only a few southern states. However, listeners like to assert in questionnaires that they listen regularly to a foreign station or in fact to distant stations which they can tune in with fair reliability at late hours.

The confusion between listening habits and coverage is in part occasioned by the fact that there may be listeners where there is no regular coverage and conversely, where there is coverage, there may be no listeners.

Scientific Check Possible

THE FUNCTION of a broadcast transmitter is to deliver a signal over an area, and the advertiser wants to know the extent of the area where the signal is absolutely reliable and can be used for entertainment purposes at all hours without fading or excessive background noise. Only through the delivery of such a signal can habitual listening to a good program be secured and good will and sales power established. The extent of this area can be determined accurately by scientific measurement in the field and without recourse to such an unreliable criterion as listener judgment.

The distinction between coverage and listening is similar to that existing in magazine and newspaper coverage. A classified advertisement in the NEW YORK TIMES may secure a response from Nome, Alaska, because the paper has circulation there, but certainly no advertiser would buy the TIMES to secure Nome coverage. The delivery of a publication to an address is no assurance that an advertisement will be read. That depends upon the attractiveness of the publication, the number of competing publications being received and the competition of every other form of human activity. Circulation is merely the establishment of a *potential*, and not actual, reader.

Potential Listeners

THE DELIVERY of an entirely useful and unfailing signal to a radio receiver does not necessarily produce an actual listener; merely a potential listener. But it gives the advertiser an opportunity by means of a program of sufficient attractiveness to win a listening group, exactly comparable with the opportunity afforded through the circulation of a publication.

Therefore, the accurate determination of measured radio coverage is as significant to the radio advertiser as circulation is to the

(*Continued on page 26*)

Roper's Plan Still Before Roosevelt

More Commission Dismissals Slated to Meet Budget Cut

ALL REMAINS quiet officially on the Roper government bureau reorganization plan, which first incorporated a proposal to transfer radio regulation to the proposed Bureau of Transportation of the Department of Commerce. The proposal, submitted to President Roosevelt more than a month ago, has been revised in several details, but how radio regulation is affected remains undisclosed.

Strong protests against abolition of the Commission have been presented to the White House, to Secretary of Commerce Roper, and to other administration officials. These are understood to have influenced sentiment against any immediate change in the present form of radio regulation.

Reports that the entire Roper plan had been pigeonholed, for the time being at least, were denied by Secretary Roper. He said that proposal is before President Roosevelt and awaits his consideration. The series of economic conferences with foreign emissaries has prevented presidential consideration of this and other governmental reorganization proposals, it was said.

Meanwhile, the Commission is continuing its reorganization plans, necessitated by the sharp reduction in its appropriation effective July 1. Chief Examiner Ellis A. Yost and Examiner Elmer W. Pratt, both Republicans, are expected to leave the Commission next month to make way for new Democratic appointees in the legal division, with Ralph L. Walker and George H. Hill, both Democratic attorneys in the legal division, slated for examinerships. The chief examinership is to be abolished.

Rosel H. Hyde, the third examiner, also a Republican, is to be transferred to the legal division at a sharp reduction in salary.

Although the Commission has decided to abolish the press section headed by G. Franklin Wisner, veteran Washington newspaperman, vigorous protests were offered by Washington newspapermen, who submitted to the Commission a petition with approximately a hundred signatures opposing abolition of the section. Rep. Ludlow, (D.) of Ind., himself a former newspaperman, attacked the proposed abolishment of the press section in an address before the House May 10.

The Commission, within the next fortnight, is also expected to announce deletion of about two dozen employees, both in Washington and in the field, and will close three field offices to meet the $140,0 cut in its appropriations.

PLANS are being made for a meeting of the NAB Engineering Section to be held at Chicago concurrently with the annual convention of the Institute of Radio Engineers June 26, 27 and 28. The program is being worked out by Joseph Chambers, WLW, Cincinnati, chairman of the NAB section, and J. C. McNary, NAB engineer.

Radio Audit Bureau Proposed At Education Institute Meeting

Canadian Criticizes Advertising Practices; Improved School Programs Urged

COLUMBUS, O.—Various views on the problems of education by radio, criticism of advertising methods of commercial broadcasters, a plea for better quality rather than more quantity in educational broadcasting and a proposal that an audit bureau be established for radio stations were advanced by speakers at the fourth annual Institute for Education by Radio May 4-6 at Ohio State University.

All speakers agreed that education by radio is still in its infancy, and several intimated that educators would do well to make the most of facilities available rather than to strive for more wave lengths at this stage.

Canadian Criticism

THE ONLY outspoken criticism of the American Plan of broadcasting was voiced by an outsider—E. A. Weir, director of programs for the Canadian Radio Broadcasting Commission.

"The increasing tide of dissatisfaction aroused as a result of the lengths to which some advertisers go in their efforts to force sales threatens to seriously impair the efficiency of radio even as an advertising medium," he said. Adding that he is not in entire accord with the view that "the prime purpose of radio is to be a great entertainment and educational medium," he said:

"Though the latter school of thought is close to the truth, it does not fully express the real purpose of radio. To me the prime purpose of this great medium of thought is to develop to the highest degree the latent possibilities of the talent lying undeveloped or semi-developed in our cosmopolitan population."

Favors Foreign Exchange

MR. WEIR asserted that the "promotion of national unity by radio always carried with it the danger of promoting narrow nationalism" but that Canada "seems well past that danger". The Canadian Commission, he said, is seeking to develop a foreign program exchange "as one of the greatest possible sources of entertainment and education."

Establishment of an "audit bureau of circulation" for radio was suggested by Herman S. Hettinger, instructor of merchandising at the Wharton School of Finance and Commerce, University of Pennsylvania. Such an agency, he said, could make field intensity measurements, conduct listener research and determine the popularity of specific programs and stations.

Declaring that the development of listener research is comparatively recent, starting in 1928, he said:

"The comparative recency explains the wide disparity of methods and fundamental concepts which exist in that field. The remarkable thing is not the different methods which have been employed, but the degree to which the results attained by these methods are in agreement. This agreement points to the fact that listener research is emerging from the experimental field and that the time has come for an evaluation and probably greater standardization of methods."

Mr. Hettinger discussed two prevailing methods of research—the telephone interview and the house-to-house canvass, holding that the latter plan has many advantages.

Investigations show, he said, that from 55 to 57 per cent of all the programs listened to are never mentioned in response to the interviewers' questioning.

Memory Unreliable

"THE unreliability of the listener's program memory has been shown by F. H. Lumley, of Ohio State University, in a study which revealed that, when confronted with names of programs actually broadcast and fictitious names of programs never broadcast, listeners are almost as prone to mention the fake programs as the real ones."

Among the factors Mr. Hettinger cited as serving to impress a program on the listener's memory are novelty, showmanship, presence of star performers, program repetition, and the distinctive names of the program. "Programs possessing qualities of this type tend to be remembered more readily than are other programs," he said. "This works especially to the detriment of the sustaining programs of a station or network."

Importance of quality rather than quantity in educational broadcasting was stressed by Kenneth G. Bartlett, program director of WMAC, Syracuse University. Stating that last year Syracuse University reduced its programs on WMAC 75 per cent, he explained:

"We have not put such a hodgepodge of stuff on the air; we have filled our programs more carefully and broadcast them more frequently; and our results warrant the continuance of this program another year. Our experience is definite in this respect—we must broadcast better before we can broadcast more."

Still in Infancy

RADIO education is still in its infancy, Dr. C. M. Koon, senior specialist in education by radio, U. S. Office of Education, told the Institute. After describing the work of his office and a pamphlet recently issued on "The Art of Teaching by Radio", Dr. Koon said:

"Years of scientific research and experimentation will be needed to solve the numerous educational and broadcasting problems involved in teaching by radio."

Radio station program directors were urged to coach public officials in the art of public speaking before allowing them to go on the air by Prof. Virginia E. Sanderson, of Ohio State University. The speaker "owes it to his audience" to make a good talk, she said, "and certainly the person who arranges for the program should feel a responsibility toward the audience, too."

"The radio audience wants to be addressed directly; wants to hear a vivid, interesting talk, containing not more than one or two major ideas. It desires to be made to feel that the speaker is really speaking with them and is interested in their response, and appreciates language which is clear and stimulating."

Because "some speakers resent the fact that they need help and are content with themselves as they are," Prof. Sanderson suggested use of the greatest tact on the part of the program director in bringing about the desired improvement.

N. C. E. R. Survey

A REPORT on a survey of broadcasting in land-grant colleges and state universities was made by Tracy F. Tyler, secretary and research director for the National Committee on Education by Radio.

"Two facts stood out above all others in a study of the facilities used in broadcasting by the college and university stations," he said. "First, the relatively poor frequency assignments a commercially minded Radio Commission has given to these institutions charged with the responsibility of serving their entire states. Second, the relatively insignificant amount, 1.8 per cent, of the United States broadcast band assigned to this important service."

Other conclusions based on the survey were that college broadcasting may consist of as much as 28 per cent entertainment material, that broadcasts of athletic contests and musical and dramatic entertainment will gain favorable attention for the institution and that broadcasts intended for school use should be of a supplementary nature.

Radio and the Farmer

SINCE the advent of radio the farmer and his family no longer "go to bed with the chickens," Frank E. Mullen, NBC agricultural program director, said in a talk on "The Farmer's Interest in Radio".

"The radio receiver today is as important a piece of farm equipment as the tractor or the automobile," he said, "because of the invaluable nature of radio's agricultural service.

"Farmers differ radically from city people in their reactions to radio programs in this one particular," he said. "They apply the yardstick of usefulness in addition to the valuation of radio as an entertainment medium. While they receive the same thrill from hearing a great orchestra or a famous artist as city listeners, they also receive important news and information of decided economic value."

Mr. Mullen reviewed 10 years of agricultural broadcasting, stating that most of the informational features such as weather and markets which originated with the birth of broadcasting still remain on the air.

In Teaching Arts

THE ROLE of broadcasting in teaching the arts was stressed by William H. Vogel, art director for the Cincinnati public schools, and Wayne Claxton, of the art education faculty of the University of Wisconsin.

Both agreed that the teaching of any art by radio must of necessity be of a general nature. Mr. Claxton said that his programs create "dramatic settings, stimulating the child's imagination for recreation in plastic form." The broadcasts are followed by drawing or painting periods, he said, and the sketches are then forwarded to the radio station. Twenty schools, with 500 to 700 pupils, have been participating in the Wisconsin radio art classes. Mr. Vogel said "radio for the most part is designed for the masses" and that any educational program should "be suggestive rather than didactic."

Talking over World Fair Radio

PRACTICALLY all broadcasting stations in Chicago and many in other cities are cooperating with the radio division of the Century of Progress International Exposition in an extensive publicity campaign to promote the 1933 world's fair, starting June 1 and lasting to Nov. 1.

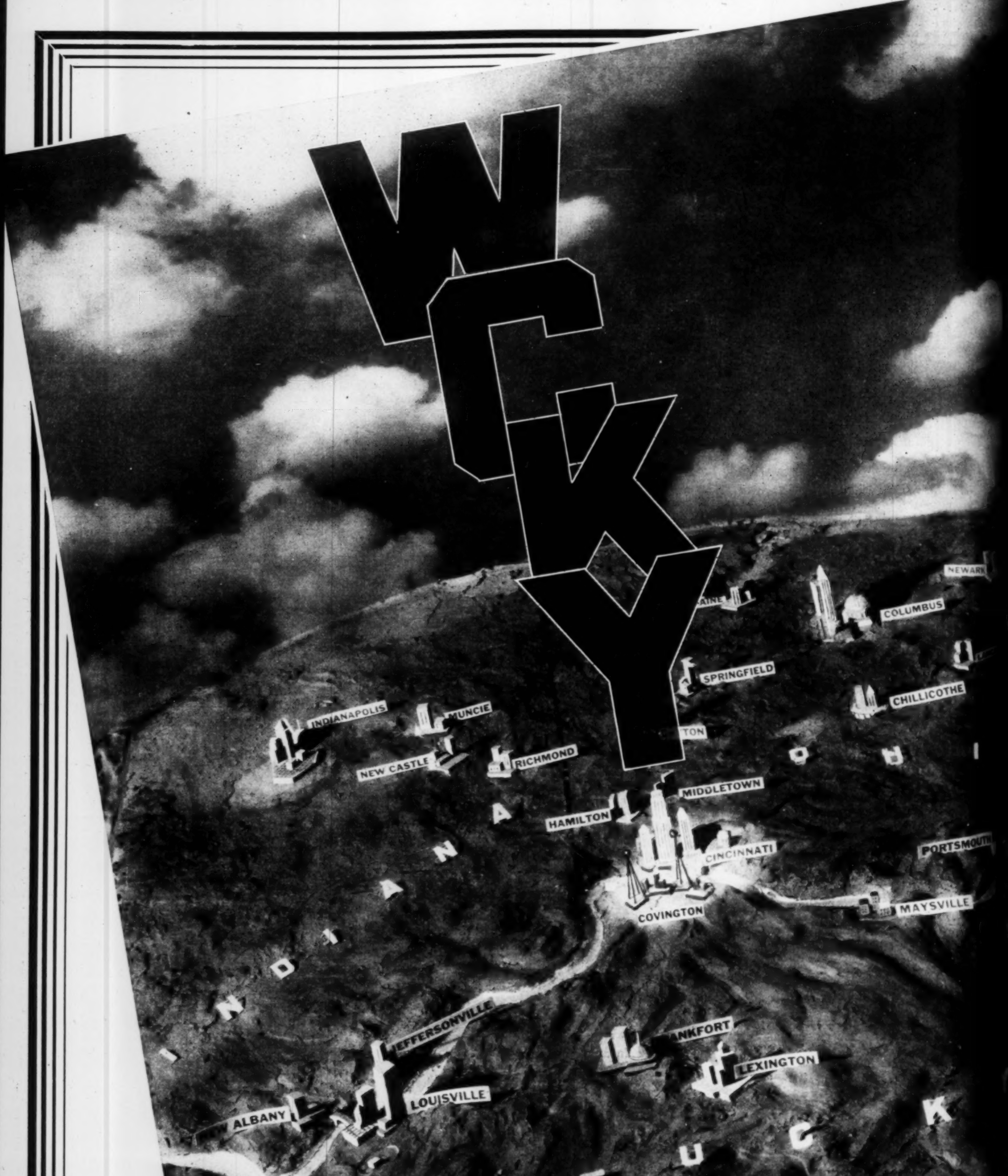
Chicago stations of NBC and CBS besides carrying individual programs, are acting as keys for programs that are being carried over the networks. In addition, continuities are being distributed among broadcasters throughout the country with suggestions regarding the publicizing of the exposition.

The above picture shows R. Calvert Haws, chief of radio activities of the Century of Progress Exposition, discussing with Steve Trumbull, Chicago contact man for CBS, arrangements for making available 164 line circuits for broadcasting from any part of the exposition grounds.

Pape Back at WODX

W. O. PAPE, president and manager of WAPI, Birmingham, has sold his half interest in that station to B. H. Hopson, his partner, who represents the interests of Frederick I. Thompson, publisher of the MONTGOMERY JOURNAL & TIMES. Mr. Pape has returned to WODX, Mobile, of which he was co-founder.

XUM


WCKY
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the best programs
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★ CITIES OF MORE THAN 10,000 POPULATION

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Associate Station of the National Broadcasting Company

BROADCASTING
and
Broadcast Advertising

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The WIBO Decision

RIGHTLY or wrongly, the United States Supreme Court has spoken with finality on the radio law. Its ruling in the WIBO case gives the Radio Commission absolute powers in the parceling out of radio facilities, even to the point of taking them away from one party and giving them to another. That the decision has thrown fear into the hearts of station owners in every one of the 30 over-quota states, goes without saying.

This fear is not based solely on the court's decision. It grows out of a lack of confidence in the Commission itself. If the Commission were really a judicial board, administering the law without fear or favor, there could be no quarrel from any quarter with the Supreme Court's decision. But the fact remains that politics all too often has swayed its decisions. To see more stations snuffed out of existence, regardless of their public service merits, simply because the weight of political influence was against them, would render the whole federal regulation of radio a mockery.

It is to be hoped that the Commission will use its new power to purge the radio waves of those licensees whose past and present records show they are not fit to serve the public. Bringing about an equalization this way would be hailed by the better class of broadcasters. But for worthy licensees to be subjected to political bludgeoning simply because they happen to be in over-quota areas, is rank injustice.

There is no point in bemoaning the Supreme Court's decision. It is too late to quarrel with the NAB for failing to intervene in the case on behalf of the industry so that WIBO and WPCC would have had better representation. If those who believe the Davis amendment has already served its purpose are sincere, they should extend their efforts to have it repealed. That is the only way the teeth can be taken out of the Supreme Court decision—that or a more vigorously independent Radio Commission.

Getting the News

THE EDICTS of the Associated Press and the American Newspaper Publishers Association limiting news on the air appear to have more bark than bite. In practice, the resolutions adopted by the press groups have not very greatly altered the functions of either the networks or stations in the broadcasting of news. Those of the press who had in mind a definite ban on radioing the news must be sadly disappointed.

Radio people generally seem quite indifferent about the actions taken at the recent press meetings. The networks and their commentators have found legitimate ways of getting what news they want and need without press association help, for the press by no means can have a monopoly on news. Local stations interested in supplying news are still getting it in almost as substantial quantity as before, for the A.P. is not the only press association in the field.

From our observations, and from reports coming to us from the field, there is scant perceptible difference between the news flashes and comments now being offered and those of the pre-resolution days. The 100 or more newspapers operating stations and the several hundred more that have satisfactory radio tieups are still on the air with news. Their A.P. bulletins may be somewhat shorter, but the essential news is there—and, aside from comments, who wants our essential entertainment medium surfeited with too much routine news?

Naturally, there was at first some anxiety in broadcasting circles over the press action. Newspapers controlling radio stations were almost unanimously opposed to the resolutions, and are still more irked than any others. "What bothers me more than the fact that a lot of country editors should have put one over on us," remarked the editor of one of America's largest newspapers which also operates an important station, "is that these broadcasters don't seem to give a hang."

Was it honest journalism for the vaunted Associated Press deliberately to omit mention in its dispatches that radio was the medium over which President Roosevelt rendered his second account of stewardship to the American people May 7?

Astute Use of Radio

AGAIN we of the radio industry should doff our hats to President Roosevelt for knowing how to use radio with greatest effectiveness. We confess we were at first provoked when we learned that he would not permit the broadcasting of his more or less impromptu and informal remarks before the United States Chamber of Commerce May 4. Then we learned the real reason. He did not want to detract interest from his special radio speech to the American people—his "account of stewardship" to date—that he had planned for Sunday night, May 7. Either President Roosevelt or the men around him are consummate showmen, for this was an astute decision. That the President should again use the radio as the primary medium for contacting his "American family" is another great tribute to radio for which the broadcasters owe the chief executive their heartfelt thanks.

The RADIO BOOK SHELF

HUNDREDS of promotional ideas based on analyses of proved advertising successes in 50 of the country's leading stores are contained in "The Daily Planning Guide", just published by the Sales Promotion Division of the National Retail Dry Goods Association, 225 W. 34th St., New York. The guide is a reference manual consisting chiefly of sales calendars for every month in the year. It is designed to aid in planning advertising operations and help the retailer to feature the right merchandise for each occasion and use the most attractive selling arguments in connection with each special event.

WESTINGHOUSE'S Octavus Roy Cohen Murder Mystery, which the celebrated author wrote especially for the microphone, is about to become a book and take its place on the long shelf of Cohen mystery stories. Later it may become a play on Broadway. "The Townsend Mystery", as the serial now being broadcast over an NBC-WJZ network Mondays, Wednesdays and Saturdays at 7:15 p. m., EST, is known, will be brought out by Appleton & Company, Cohen's regular publishers, early in the summer, and probably will be the first radio script ever presented as a book without alteration or revision.

Push Power Up

WHY NOT INCREASE the powers of all broadcasting stations horizontally? Engineers say there is everything to gain and nothing to lose. The Radio Commission, however, clings to the terms of its ancient regulations which rigidly limit the output of stations in the clear, regional and local channel categories.

If all stations on any particular wave length were boosted in the same proportion, that is, if 50 kw. stations were advanced to 250 kw., 1 kw. regionals to 5 kw., and 100 watt locals to 500 watts, there would be infinite improvement all around. It would simply be an "improved status quo", to quote the eminent engineer, Dr. Alfred N. Goldsmith, former RCA vice president. Static and electrical disturbances would be overriden, all stations would push out their service areas and fading would be reduced. There would be no changes in the relative strength of the various classes of stations, and inter channel interference therefore would remain the same.

When it is realized that a 50 kw. station—the most powerful allowed by the Commission—actually generates less than 70 horsepower, or about the energy produced by a flivver, one gets a clear picture of the broadcasting power situation. The danger of blanketing by so-called "super-power" stations has been largely eliminated by the production of more selective receivers.

Perhaps the time for the Commission to consider a horizontal increase in power will come within a few months. Changes in the existing structure unquestionably will be necessitated after the forthcoming North American wave length conference at Mexico City. Whatever is done will take a year or more to effect. Why not a reallocation of powers upward at the same time? It would certainly carry out that fundamental principle in the radio law which calls for service "in the public interest, convenience and necessity," for every station would enjoy a larger audience without any added interference.

We Pay Our Respects to—

HARRY KENNETH CARPENTER

IF THERE is one individual in the broadcasting business who might be called the "standard" broadcaster, he is Harry Kenneth Carpenter, genial general manager of WPTF, Raleigh, N. C., better known to his host of friends in and out of radio as "Carp." As chairman of the commercial section of the National Association of Broadcasters, he has had more to do with drafting standards and codes relating to commercial practices than any other man in radio. During his NAB career, which began in 1929, he has tackled such intricate jobs as the formulation of a code of ethics, standards of commercial practices, standard order blanks, standard coverage and data surveys, standard rate cards and standard commercial credits.

Whenever there is a meeting of the big trade associations of advertisers or agencies, "Carp" is on hand for the NAB to consult about matters affecting broadcasting. At each NAB annual convention he presents a comprehensive report on the commerical side of radio. Almost invariably his is the largest batch of recommendations and resolutions put before the convention. Always an enthusiast about any task before him, he gives freely of his time and energy in the work that concerns itself largely with the all-important dollars and cents problems of broadcasting.

Mr. Carpenter is another of those broadcasters who just happened into radio. Let him tell you, in his own words, how it came about:

"I was manager of the Goodyear Industrial University (Akron) and had just completed staging a very large minstrel show for the Goodyear Friars Club, the book of which I had written. On May 1, 1925, Ward Van Orman, world's champion free balloonist, was entered in the national balloon races and was the first man that year to carry a radio receiving set in the races.

"Goodyear owned WEAR in Cleveland and was anxious to provide a continuous musical program for the entire night of May 1, so that Van Orman would have something to tune in in order to get weather reports every 15 minutes. The races that year started from St. Joseph, Mo., and Van Orman expected the prevailing winds to carry him near Cleveland. Inasmuch as this minstrel show had been staged, I was asked to take the entire cast to Cleveland to furnish entertainment the night of May 1. This was the first time I had ever been inside the studio, but we ran a continuous program from 7 p.m. to 5 a.m.

"Along about midnight, the only announcer the station had at that time complained that his voice was giving out and asked me if I didn't want to do some announcing. I announced intermittently from midnight until 5 a.m.—my initial microphone appearance. I was interested in radio as I saw it that night, and succeeded in convincing the advertising department of Goodyear to such an extent that I was sent to Cleveland as manager of WEAR just a week later."

That was "Carp's" start in radio. In 1926, when WEAR was purchased by the Willard Battery Co. and consolidated with WTAM, he carried on as manager of the combined stations, continuing until 1928 when the stations again changed ownership. Alterations of policies and methods of operation caused him to resign that summer. He joined WPTF, operated by the Durham Life Insurance Co., in September, 1928, and has been associated with it since.

Harry Kenneth Carpenter was born in Beallsville, O., Jan. 7, 1894, of English-Scotch parentage. He attended the Ravenna, O. elementary schools from 1902 to 1909 and high schools of the same town until 1913. During the following two years he attended Case and Kent State Normal College, in Ohio, and while he did not receive a degree, he did obtain a certificate to teach in Ohio's public schools.

Interested in athletics and theatricals, young Carpenter was captain or manager of various teams during his high school years, and also produced several amateur shows. During his summer vacations he obtained juvenile roles in a professional stock company for three successive years. In college his interests turned toward teaching and writing, as well as the stage and public speaking. In his last half year he taught several college classes and was editor of the college annual. Summer vacations from college were spent largely in the operation of a private summer high school in cooperation with the normal college.

Upon completing his education, Mr. Carpenter in 1915 married Bernice V. Lytle of Ravenna, O. They have three daughters, ages 17, 12 and 10. The following two years found him serving as principal of high schools in his home state. In 1918 he joined the Goodyear company at Akron, starting as an instructor in the factory schools. Remaining there until 1925, when he took over management of WEAR, he spent his last three years in Akron as manager of the Goodyear Industrial University.

Mr. Carpenter is one of two honorary life members of the Goodyear Friars Club. C. W. Seiberling, former vice president of Goodyear, is the other. He is vice president of the Raleigh Rotary Club, and a Mason. A member of the Edenton Street Methodist Episcopal Church at Raleigh, he has been a teacher of the Adult Sunday School Class for several years. His hobbies, besides his family and radio, are contract bridge, "dub" golf and swimming.

PERSONAL NOTES

WILLIAM S. HEDGES, manager of WMAQ and former president of the NAB, has been reelected president of the Chicago Broadcasters Association. Other officers reelected are Homer Hogan, manager of KYW, vice president, and William E. Hutchinson, manager of WAAF, secretary - treasurer. Quin Ryan, WGN manager, and Jeff King, WBBM, were elected directors.

CARL HAVERLIN, who recently resigned as sales manager of KFI, Los Angeles, to become vice president of Bowman, Deute and Cummings, Inc., returned to the radio station on May 1.

JAMES YATES, formerly sales manager of WAPI, Birmingham, has resigned to join W. O. Pape at WODX, Mobile, in the same capacity.

VISITORS at the office of Fred Weber, NBC Chicago traffic department, in the last fortnight have included Edgar Bell, of the Oklahoma Publishing Co. (WKY); Gyle Grubb, commercial manager of WKY, Oklahoma City; George Smith, Washington radio attorney; C. W. Corkhill, manager of KSCJ, Sioux City, Ia.

MALCOLM A. FROST, executive of the British Broadcasting Corp., stopped in San Francisco for a few hours early in May while en route from England to Australia. He visited Don Gilman at NBC before embarking.

LIEUT. COL. THOMAS, registrar of the University of Hobart, Tasmania, has been appointed controller of educational activities and administrator of the Australian Broadcasting Commission.

MERYL FRIEDEL, formerly publicity director at WBBM, WJKS and WLAP, has joined KMOX, St. Louis, in a similar capacity.

JAMES LLOYD, formerly with WNOX, Knoxville, Tenn., is now program director of WRDW, Augusta, Ga.

ED SIMS, original "Man About Town" with WKBC, Birmingham, is now program director of WSOC, Gastonia, N. C., joining that station after having been with WNOX, Knoxville; WOPI, Bristol, Tenn., and WEHC, Emory, Va.

HUGH DEADWEYLER, formerly of WDRW, Augusta, Ga., and before that with KELW, Los Angeles, and other California stations, is now advertising director of WNOX, Knoxville, Tenn., which also has added Chuck Simpson, formerly of WROL, Knoxville, to its announcing staff.

IRENE PRENTICE, formerly publicity secretary with KRKD, Los Angeles, has joined KMPC, Beverly Hills, in a similar capacity.

LEW STARK, director of educational programs for WHAM, Rochester, represented Rochester School of the Air at the fourth Institute on Education by Radio, May 4-6, at Ohio State University, Columbus.

BEHIND THE MICROPHONE

ART GILLHAM, formerly heard on CBS and on the stage and individual stations, has returned to KMOX, St. Louis, appearing on a program sponsored by the Bon Kura Products Co., Battle Creek, Mich. (reducing treatment).

MEL LEAMAN and his Ambassadors orchestra have just completed engagements at Miami, where they broadcast over WIOD and WQAM, and on May 15 will open at the Chalfonte, Atlantic City.

GORDON BROWN, formerly of KQW, San Jose, Cal., has returned to his previous affiliation with KJBS, San Francisco, handling the all-night Owl program. He succeeds Dudd Williamson.

VERN HEINER, formerly chief announcer for KLZ, Denver, has joined the staff of KTM, Los Angeles. Lately he has been doing continuity for some of the Chic Sales transcriptions.

"UNCLE NEAL" TOMY, dean of the Detroit broadcasting fraternity, entered his twelfth year of radio work May 5. He entered radio as head of WCX (now WJR) and under the title of "The Chief" conducted the "Red Apple Club", one of the most popular midnight frolics on the air.

BOAKE CARTER, news commentator on CBS for Philco, a wartime Royal Air Force aviator and a former newspaper correspondent, was interviewed in the "Meet the Artist" period on CBS May 9 from the WCAU studios. He was interviewed by Kenneth Stowman, WCAU public relations director.

MILDRED BAILEY, blues - singing favorite, has been signed by the Columbia Artists Bureau and will inaugurate a series of Wednesday and Friday broadcasts over CBS May 17.

GENE CARROLL and Glenn Rowell (Gene and Glenn) on May 1 opened an indefinite engagement at WJR, Detroit. They are continuing their series on WTAM, Cleveland, by direct telephone circuit.

BARNEY McCARVILLE, announcer at KYW, Chicago, is recuperating from an operation for appendicitis in a Chicago hospital.

TWO MARRIAGES at NBC, San Francisco, during early May are John Ribbe, producer, to Modesta Mortenson, symphony violinist, and Ruby Lenhart of the auditing department to Milton Penn of the Greyhound Company.

CLIFTON TWISS has been added to the announcing staff of NBC in San Francisco, coming from KQW, San Jose.

NINO MARTINI, young Italian operatic tenor, who has gained great favor on CBS, has been signed by the Metropolitan Opera Company for the 1933-34 season.

CKLW

VALUE

CONSISTENTLY
PROVED
and
GIVEN

"Dollars in the advertiser's pocket for every dollar spent"—that's the watch-word with the CKLW staff, and probably it explains CKLW's record-breaking performance and prosperity.

Representing the combined facilities of CKOK, Detroit-Windsor, and CJGC, London, Ont., CKLW offers the greatest measure of dollar-for-dollar value in the Middle West.

CKLW

INTERNATIONAL
CLEARED CHANNEL

5000 Watts — 540 K.C.
555.6 Meters

Columbia Basic Network

Union Guardian Building,
Detroit, Michigan

Guaranty Trust Building,
Windsor, Ontario

IN THE CONTROL ROOM

EDWARD GOVE, chief engineer of WHK, Cleveland, and an amateur photographer, will exhibit some of his best camera studies to the Cleveland Photographic Society soon. Three of his views were taken in northern Canada and a fourth of an airplane from his office window.

G. S. TURNER, formerly assistant federal radio supervisor at Chicago, is now acting inspector in charge of the Atlanta office.

CLYDE WHITE, assistant to Carl Meyers, chief engineer of WGN, Chicago, and a licensed pilot, transported in his own plane the equipment used by WGN to pick up the Kentucky Derby at Churchill Downs May 6.

DEAN GARVER, for many years chief technician at KNX, Hollywood, has been appointed chief engineer of XEAW, Reynosa, Mexico.

Goes Commercial

ANOTHER educational station turned commercial May 12 with the transfer of WJBU from Bucknell University to Charles S. Blue by authority of the Radio Commission. The Commission also authorized removal of the station from Lewisburg, home of the university, to Sunbury, Pa. It operates on 1210 kc. with 100 watts, specified hours.

Chief Engineer Long and Owl

WHAM, Rochester, lost its 33,000-volt power supply April 21 when this great horned owl settled on an open-wire transmission circuit to enjoy a meal of sparrow hawk. Its wing spread of four feet, eight inches, was sufficient to reach from the line to a transmission tower. Result—an owl with rigor mortis and two minutes off the air for WHAM. The Rochester station has arrangements whereby its transmitter may be fed power from either Rochester or Canandaigua. When the owl flashover opened the breakers in one circuit it was necessary only to shift to the opposite feed. The photograph shows John J. Long, Jr., WHAM chief engineer, and the owl.

Ed Wynn's New Network Plans

(*Continued from page 8*)

plan. I do know the show business, however. There are 17,000 actors out of work. I think this new chain, offering programs with the Broadway tradition, will provide a means of putting thousands of actors to work.

Master of Ceremonies

"I HAVE been working on this project for more than a year, and I am using my own funds. There is not a single share of stock for sale, and the stations that join me are working as my partners. For a 30-day period they will receive Amalgamated programs—the best I can produce. If they like the service, they can continue on a basis we will work out to our mutual satisfaction.

"If our plans work out, I will appear intermittently for about four hours during a night as master of ceremonies. I also plan to introduce over the network a 15-minute course on humor, and expect it to be the forerunner of a regular course on humor in the public schools. Another revolutionary idea I have is that of presenting an entire musical comedy over the air to last from two to three hours."

Mr. Wynn explained that his present Texaco "Fire Chief" contract does not expire until next October. Under the terms of that contract he cannot appear in any other radio program. Moreover, he pointed out that he has a contract for a motion picture to be made in Hollywood, which might interfere with his present "Fire Chief" schedule, but would not disturb the Amalgamated plans other than to prevent his appearances over that network.

Text of Statement

MR. WYNN'S formal statement, issued May 8, follows: "Actual date of our opening will be within the next month. The only undetermined factor in fixing the actual opening date is the usual one of technical set-ups and proving-up tests. We will subject the whole hookup to exhaustive tests before our formal opening. And that opening will be a big event on the air. Of this we will tell more later.

"All reports about us have been speculative. But I recognize, I think, the cause of this speculation. There is a deep sense of expectancy in radio—more so than in all other entertainment fields—just now as to how and when the awaited 'new deal' is to come. Scores of friends, in business and of the stage and microphone, have been kind enough to tell me that we are bringing in 'the new deal' in radio. I have been thankful to them for this sense of expectancy, especially in the talks I had recently with President Roosevelt and other officials in Washington. But rather than disappoint these persons and the veritable millions of listeners-in who likewise are interested, we have deferred formal statement of our immediate plans until now. There was a good reason for it. We have moved deliberately, as everyone in the technical side of broadcasting knows.

Scoffs at Rumors

"SUCH established factors in our set-up as financing, station power, cooperative coast-to-coast arrangements and Federal attitude, all have been spotlighted in these freely-circulated, unfounded and often ridiculous reports affecting Amalgamated. Nothing we have said since first announcement of Amalgamated has been changed. I regard some of these reports rather as an attest of public interest, rather than of mischief.

"Now let's go down the line of our organization and look at the record. First, as to financing, we are financed—always have been. Amalgamated's board is a well-rounded body of seasoned men, representing the fields of finance, entertainment, radio technique and practique, jurisprudence and modern, conservative sales promotion and sponsorship. The power situation, where we start out with small wattage, has been prevised—if I may coin a term—and is solved satisfactorily for primary operation. I'm proud of the position in which we've been placed through a flood of proffers from station units and sponsors which come from coast to coast. Our plans regarding eventual scope are complete, but we move deliberately. The Michigan network of half-a-dozen stations will represent the second phase of our extension, and a score of stations in southern seaboard and tributary territory will mark the third. We'll have more to say about that later."

Economic Issue Raised In Removal of KICK

THE RADIO Commission's decision authorizing KICK to move from Red Oak to Carter Lake, Ia., a suburb of Des Moines, was sustained by the Court of Appeals of the District of Columbia in an opinion May 1. The station operates on 1420 kc. with 100 watts.

Appeals from the Commission decision were taken by WOW and WAAW, Omaha, and KOIL, Council Bluffs-Omaha, contending there was no necessity for the proposed change of location. The court held, however, that it did not appear that the operation of KICK in the Omaha area "would to any appreciable extent curtail the advertising business" of present stations in the area. It was the first time that the economic issue ever had been raised.

New Erie Station

A NEW station for Erie, Pa., to take over the facilities of WERE, of that city, deleted several months ago for violation of regulations, was authorized by the Radio Commission May 9. The Commission granted the application of Leo J. Omelian, of Erie, who purchased WERE's equipment at an auction sale, to operate on 1420 kc. with 100 watts night and 250 watts day, unlimited time, without designating the application for hearing. Under the rules, the decision is temporary for 20 days. A hearing is automatic if there is protest.

WBBM

(Western Key Station of the Columbia Broadcasting System)

—is now carrying the largest volume of advertising in its history

WBBM is carrying more local and national 'spot' advertising than ALL the other major Chicago stations combined—with three out of four of its clients on renewals. Sales in 1933 are 14.1% ahead of 1932. Sales in 1932 were 15.2% ahead of 1931. You don't have to theorize about *these* results!

For Complete Details and "Open-Time" write to:

WBBM—410 N. MICHIGAN AVENUE, CHICAGO

***or to* RADIO SALES, INC.—485 Madison Ave., New York**

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WTMJ, Milwaukee, reports the following new accounts: McKay Nursery Co., Madison, Wis. (plants and shrubs), day announcements on varying schedule, direct; The Western Co., Chicago (Dr. West's toothbrush) day and night announcements daily except Sunday, direct; W. & J. Sloane, New York (floor coverings) six day announcements, Anderson, Davis & Platte, Inc., New York; SOS Mfg. Co., Chicago (kitchen cleaner) day announcements except Sunday, Henri, Hurst & McDonald, Chicago; Vick Chemical Co., Greensboro, N. C. (antiseptic) night announcements, except Sunday, Morse, International, Inc., New York; Blatz Brewing Co. Milwaukee (beer) announcements 3 nights weekly, Klau-Van Pietersom-Dunlap & Associates, Inc., Milwaukee; Skelly Oil Co., Kansas City (oil products) 15 minute transcription daily except Saturday and Sunday, Russell C. Comer Advertising Co., Kansas City; Truesdell Fur Co., Berlin, Wis. (furs) 15 minute studio program, Tuesdays, E. D. Leroy, Appleton, Wis.; Heil Co., Milwaukee (truck bodies and hoists) morning and night weather reports daily, Editorial Service Co., Milwaukee.

KMOX, St. Louis, reports the following accounts: Skelly Oil Co., Kansas City, "The Adventures of Jim Allen", transcription, 5 days weekly; Clark Bros. Chewing Gum Co., Pittsburgh (Teaberry gum), "Sport Scribs", two 5-minute periods daily, 52 weeks; Singer Sewing Machine Co., New York, "Singercrafters", 15 minutes, 3 times weekly; The Western Co., Chicago (Dr. West's toothbrush and toothpaste), half of games of St. Louis Cardinals and Browns; Hydrox Corp., Chicago (ice cream) and Pevely Dairy, St. Louis, remaining games of Cardinals and Browns; Vick Chemical Co., Greensboro, N. C., 5-minute transcriptions, 13 weeks; Shell Petroleum Corp., St. Louis, 5 announcements daily, 20 days; Chieftain Mfg. Co., Baltimore (Color Shine shoe polish) spot announcements.

NEW ACCOUNTS reported by WJSV, Alexandria, Va.: Bulova Watch Co., New York, time announcements thru December, The Biow Co. New York; Stanback Co., Salisbury, N. C. (headache powders), 300 daily spot announcements, J. Carson Brantley, Salisbury, N. S.; Numismatic Co. Dallas (stamps, old coins), 13 transcriptions, thru SHB and Guenther-Bradford Co., New York; Western Co., Chicago (Dr. West's toothbrush and toothpaste) 3 transcriptions weekly, 13 weeks, thru WBS and Hays-McFarland Co., Chicago; Borden Co., New York, half-hour night program weekly, 13 weeks, Young & Rubicam, New York.

KYW, Chicago, reports signing Good Humor Co., Chicago (ice cream bars) for three transcriptions weekly during May, using dramatic adaptations of Cooper's "The Deerslayer." Handled by A. T. Sears & Son, Chicago.

WAAF, Chicago, reports Reliable Packing Co., Chicago (Danish Brand meat products) spot announcements daily, direct; Toby Polish Co., Geneva, N. Y. (furniture polish) two announcements daily 6 days a week for indefinite period, direct; Good Humor Co., Chicago (ice cream bars) time signals during May, A. T. Sears & Son.

WHBF, Rock Island, Ill., reports the following new accounts: Norge Refrigerator, 15 minutes daily thru Quad-City dealers; Oshkosh Distributing Co., Rock Island (Oshkosh beer) daily sports review Wm. H. Mast Nursery, Davenport, Ia., 15 minutes weekly, direct; Goodrich-Silvertown, Inc., 5-minute transcriptions on varying schedule, direct; Fred H. Boetje Rock Island (Boetje's mustard) direct; Kohrs Packing Co., Davenport (meat packers) time signals daily thru summer, R. A. Mortiz Advertising, Davenport; Halligan Corporation, Davenport (coffee) daily announcements thru summer, R. A. Moritz Advertising, Davenport; Illinois-Iowa Roofing Co., Rock Island, 15 minutes daily, direct; Julian Goldman People's Stores, New York, announcements 4 times weekly during summer, direct.

REO MOTOR Co., Detroit (automobiles) is using announcements daily in the Chicago Hour over WBBM, Chicago, for indefinite period, thru SHB. Station also reports signing Auburn Automobile Co., Auburn, Ind., for three announcements May 1, 2 and 3, P. P. Willis, Chicago; American Bird Seed Co., Chicago (bird supplies) quarter-hour programs weekly for 33 weeks from Oct. 1, Weston-Barnett, Chicago; Zonite Products Corp., New York (Forhan's toothpaste) "Count of Monte Cristo" transcriptions five nights weekly from May 1, thru SHB and McCann-Erickson, New York; United Remedies, Chicago, (Peruna and Kolorbak) enlarging schedule to quarter-hour evening programs five nights weekly, Heeth Seehof, Chicago.

WHAM, Rochester, reports 13 daytime broadcasts by Dairymen's League as a result of New York State milk war. Also reinstatement of Bulova account by Biow to December, 1933; series of 13 transcriptions by Lambert Pharmacal; two Sunday morning spots for Judge Rutherford's Watchtower, and renewal of Beechnut's "Chandu" for a year with privilege of cancellation after 13 weeks. Also local series by Genesee Valley Trust Co.

WIBO, Chicago, reports Spic, Inc., Chicago (deodorant) sponsoring Jerry Sullivan in quarter-hour periods six nights a week for indefinite period, handled direct; Baldwin of Chicago (perfumes) sponsoring 6 quarter-hour programs a week, direct; Prima Brewing Co., Chicago, using quarter-hour musical programs 6 afternoons a week for indefinite period, direct.

REX COLE, Inc., New York (Frigidaire distributor) on May 8 returned to WEAF with the "Rex Cole Mountaineers", daily except Saturday and Sunday, 7-7:15 p.m., EDST, 13 weeks. Maxon, Inc., New York, handles account. WEAF has also signed Sheffield Farms Co., New York (dairy products) for the "Scrap Book Club", Dorothy Lewis in children's stories, starting May 6 for 8 weeks, Saturdays, 8:45-9 p.m., EDST. N. W. Ayer & Son, New York, handles account.

LITTLE TREE FARMS, Framingham Center, Mass., has begun sponsorship of the "Crockerville Mountaineers" Friday nights on WNAC, Boston, in addition to spot announcements on WNAC, WEEI and WBZ-WBZA. Harry M. Frost Co., Boston, handles account.

MILLER HIGH LIFE Co., Milwaukee (beer) has started what may later be a wider radio advertising campaign with the "Miller High Life Girls" weekly on WGN, Chicago, and a 10-minute studio program on WTMJ, Milwaukee; account is handled by Zimmer-Keller, Detroit.

WFAA-WBAP, Dallas-Fort Worth, reports the following new accounts: Three-Minute Cereal Co., Cedar Rapids, Ia., weekly announcements, Blackett-Sample-Hummert, Chicago; Bourjois Sales Corp., New York (Barbara Gould cosmetics) ten 15-minute transcriptions weekly, Redfield Coupe, Inc., New York; Bulova Watch Co., New York, time signals to Jan. 1, 1934, The Biow Co., New York; Kester Solder Co., Chicago, announcements, Aubrey & Moore Chicago; Chevrolet Motor Co., Detroit, 2 daily announcements, Campbell-Ewald Co., Detroit; Can Patch Syrup, Cairo, Ga., Crook Advertising Agency, Dallas; National Old Age Pension Ass'n, daily 15 minute talks, direct; The Western Co., Chicago (Dr. West's toothbrush and toothpaste), 2 daily announcements, direct; Morten Milling Co., Dallas (LaFrance flour), 100 fifteen-minute and 52 thirty-minute programs, Roy Cowan Advertising Agency, Dallas; Kerr Glass Mfg. Co., Sand Springs, Okla. (fruit jars) announcements, Rogers-Gano Advertising Co., Tulsa.

WLS, Chicago, reports signing Allis Chalmers Co., West Allis, Wis., (tractors) for six daily morning announcements from May 8, Freeze-Vogel-Crawford, Milwaukee; International Photo Service, Chicago (pictures) three announcements, A. N. Baker, Chicago; Cupples Mfg. Co., St. Louis (wooden ware) 16 announcements three times weekly from May 8, handled by D'Arcy Advertising Agency, St. Louis; Bell Company, Chicago (window cleaner) two 5-minute afternoon programs May 8 and 12, Rogers & Smith, Chicago.

WGN, Chicago, reports signing Berland Shoe Co., St. Louis, for "Heart to Heart Club", 15-minute program Monday nights for 52 weeks from May 8, Louis E. Westheimer, St. Louis; Rudolph Wurlitzer Co., Cincinnati (musical instruments) renewal of daily quarter-hour program with Allan Grant, pianist, for three weeks, Keelor & Stites, Cincinnati.

NETWORK ACCOUNTS

CONTINENTAL BAKING Corp., New York, on May 8 brought "The Happy Wonder Bakers" back to an 8-station CBS network, Mondays, Wednesdays and Fridays, 6:30-6:45 p.m., EDST. Batten, Barton, Durstine & Osborn handles account.

WYETH CHEMICAL Co. on May 23 will carry "Jack Dempsey's Gymnasium" on CBS Tuesdays, Wednesdays and Thursdays, 6:45-7 p.m.

EX-LAX, Inc., Brooklyn, N. Y., on May 13 renewed its "Magic Voice" program over 24 CBS stations, Tuesdays and Saturdays, 8:15-8:30 p.m., EDST, 13 weeks. The Joseph Katz Co. handles account.

TIDEWATER OIL SALES Corp., New York (Tydol and Veedol) has extended Dolph Martin's orchestra and Travelers Quartet for 17 additional weeks beyond May 22 on a 16-station CBS network, Mondays, Wednesdays and Fridays, 7:30-7:45 p.m., EDST. Lennen & Mitchell, New York, handles account.

LIONEL CORP., New York (Lionel electric trains) on Nov. 5 starts program to be determined over nationwide NBC-WEAF network, Wednesdays, 5-5:15 p.m.; on Nov. 15 it switches to Sundays, 4:45-5 p.m., with 10 Mountain and Pacific stations taking Sunday programs only. Account is for 13 weeks, and is handled by Fuller, Smith & Ross, Cleveland.

LOUDON PACKING Co., Terre Haute, Ind. (Doggie Dinner) on May 5 started "Stamp Adventures Club" over 9 CBS stations and on May 19 will extend it to 12 more, Fridays, 5:45-6 p.m.; after May 26 a rebroadcast 6:45-7 p.m., 13 weeks. Matteson-Fogarty-Jordan, Inc., Chicago, handles account.

THE BARBASOL Co. Indianapolis, on Sept. 22 renews "Singin' Sam, the Barbasol Man" over 22 CBS stations, daily except Saturday and Sunday, 8-8:15 p.m. Erwin, Wasey & Co., New York, handles account.

KOLYNOS SALES Co., Chicago, on May 1 renewed "Just Plain Bill" over 9 CBS stations, daily except Saturday and Sunday, 6:45-7 p.m. until May 22, and 7:30-7:45 p.m. from May 23. Blackett-Sample-Hummert, Inc., New York, handles account.

THE CAMPANA Corp., Batavia, Ill. (hand lotion) on May 5 renewed with "The First Nighter" on 23 NBC-WJZ stations and NBC-KGO network, Fridays, 10:30-11 p.m., EDST, 52 weeks. McCann Erickson, Inc., Chicago, handles account.

REAL SILK HOSIERY MILLS, Indianapolis, on May 7 started "Real Silk Program" with Vincent Lopez and orchestra on 26 NBC-WJZ stations and NBC-KGO network; from May 7 to July 2, Sundays, 10:15-10:45, EDST; from July 9 to July 30, Sundays, 6:30-7 p.m., EDST, 13 weeks. Erwin, Wasey & Co., Chicago, handles account.

SWIFT & Co., Chicago (Formay shortening) on May 4 renewed "The Happy Ramblers" with Irving Kaufman and Lucy Allen on 6 NBC-WEAF stations (WTIC Thursdays only), Thursdays and Fridays, 10:30-10:45 p.m., EDST. J. Walter Thompson Co., Chicago, handles account.

COMFORT PAPER CORP., San Francisco, has signed for 13 weeks on the Women's Magazine of the Air, and Paraffine Companies, Inc., has renewed for another 13 weeks on the same period on the NBC-KGO network. Both accounts are handled by the Emil Brisacher & Staff, San Francisco.

PHILIP MORRIS & Co. has extended "Ferde Grofe's Orchestra with Ranny Weeks", which started April 17 to 52 weeks on NBC-WEAF network, Mondays, 8:45-9 p.m., EDST, and Wednesdays and Saturdays, 9-9:15 p.m., EDST.

PEPSODENT'S program on the NBC-WJZ network for a midnight repeat for "The Rise of the Goldbergs", which was to have added KOA and KPO on May 1, will continue without those stations.

BRISTOL MEYERS Co. has extended "Phil Cook and the Ingram Shavers" to July 17 on NBC-WJZ network, Mondays, Wednesdays and Fridays, 8:45-9 p.m., EDST.

NATIONAL OIL PRODUCTS Co. on May 2 added Thursdays and Fridays to its Tuesday programs on CBS, 11:15-11:30 p.m., EDST, signing "Big Freddy" Miller as artist.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes) on June 5 starts Lew Holtz, the comedian, and Lennie Hayton's orchestra over CBS network, Fridays, 10-10:30, EDST, 52 weeks. Newell-Emmett, Inc., New York, handles account.

WESTINGHOUSE E. & M. Co. on May 15 is replacing its "Townsend Murder Mystery" series, originally scheduled for 52 episodes, with Everett Marshall and Al Mitchel's orchestra, after carrying the Octavus Roy Cohen feature through 39 episodes.

THE "BELLE and Martha" series announced two weeks ago by KHJ as an audition test on the Don Lee-CBS chain, has been taken for sponsorship five days a week by General Foods for Lafrance Bluing. Young and Rubicam, New York, handles account.

When in Rome do as the Romans do . . . .

The "locals" know their way around . . . . . .

WKRC has consistently carried more local advertising than any other Greater Cincinnati station.

With a full 19 hour schedule—a preferred position on the dial (550 kilocycles)—the finest of technical equipment—the only local outlet for the ever popular Columbia Network programs—is it any wonder that local advertisers favor WKRC? They know that *here* RESULTS are realities . . . not promises!

Consult your own Cincinnati jobbers and dealers before you schedule a radio advertising campaign in their area. Learn from them the reason why WKRC carries more local advertising than any other Greater Cincinnati station.

WKRC **CINCINNATI, OHIO**
1,000 WATTS

CBS

New York and Chicago Sales Representatives RADIO SALES, Inc.
485 Madison Ave., New York 410 North Michigan Ave., Chicago, Ill.

AN EVENING SCHEDULE OF MORE THAN 70% COLUMBIA PROGRAMS

CBS reports the following hookup changes: Acme White Lead & Color Works on April 23 added KSL; Gulf Refining Co. on May 3 replaced WDOX with WSFA; Corn Products Refining Co. on June 1 will add WJAS and on July 10 will add CKLW; Gold Dust Corp. on May 8 added WABC; Barbara Gould on May 11 replaced WDBJ with WTAR; Nonspi Co. on June 5 will add WBT.

LOUIS PHILLIPPE, Inc., has added a Sunday program, 2:45-3 p.m., starting April 30, to bring "Armida, International Songstress" to the air.

TASTYEAST, Inc., on May 11 changed its "Tastyeast Jesters" program on an NBC-WJZ network to Thursdays, 7:30-7:45 p.m.

HOUSEHOLD FINANCE Corp. has extended its contract on NBC-WJZ to Dec. 26.

CBS Shifts Programs, Changes Sunday Set-up

A NEW Sunday night program schedule was inaugurated by CBS May 14. The shift divides the "John Henry—Black River Giant" sustaining broadcasts into twice-a-week presentations in place of the present schedule, which calls for two episodes in the one evening. It will also bring to the network a new series of radio dramas presented by the Columbia Dramatic Guild. From 8 p.m. to the 10:45 p.m. spot, inclusive, the new line-up is as follows: 8—"The Gauchos"; 8:30—"Chicago Variety Show"; 9—"Columbia Dramatic Guild"; 9:30—"Andre Kostelanetz Presents"; 10—"John Henry"; 10:15—"The Columbia Revue"; 10:45—"Quiet Harmonies".

AGENCIES AND REPRESENTATIVES

ROGER REYNOLDS, formerly Southern advertising manager of the American Weekly, the Memphis Commercial-Appeal and the Atlanta Georgian, has been appointed manager of the new Atlanta office of Edward Petry & Co., station representatives, effective June 1. Offices already are maintained in New York, Chicago and San Francisco.

APPOINTMENT of Domie S. Hastreiter as head of the Detroit office of Scott Howe Bowen, Inc., was announced May 4. Mr. Hastreiter succeeds Joseph R. Spadea, who has been transferred to New York headquarters. Previously it had been indicated that the Detroit office would be closed.

CAMPBELL-MITHUN, Inc., new Minneapolis agency, has been appointed to handle the advertising of the following accounts which have used radio: Land O' Lakes Creameries, Inc.; McLaughlin Gormley King Co., Minneapolis (insecticides) and Northwest Bancorporation.

BATTEN, Barton, Durstine & Osborn has been appointed by P. Duff & Sons, Inc., Pittsburgh (Duff's ginger bread, quick-cooking bread and cake flour) to handle its advertising. Company has previously used radio.

ITS MINNEAPOLIS office still functioning, Crichfield & Co. agency announces that it is placing the following accounts which have previously used radio: Jacob E. Decker & Sons, Mason City, Ia. (ham, bacon, lard, etc.); Zinsmaster Baking Co., Duluth, Minn,. and Durkee Atwood Co., Minneapolis (automotive accessories).

HENRY H. PATTEE & Co., with offices in the New England Bldg., Kansas City, is a new agency headed by H. H. Pattee and Ivan Flanery formerly with KMBC and WHB. It will specialize exclusively in radio accounts.

B. THEODORE CREAMER Advertising Agency, 108 West Second St., Los Angeles, is handling the account of Coffee Products of America, Inc., Los Angeles.

H. W. KASTOR & Sons Co., Chicago, handles the following accounts: Pratt Food Co., Philadelphia (animal and poultry food) and Mars, Inc., Chicago (candy).

MILTON J. BLAIR, vice president of J. Walter Thompson, discussed "The Cost of Advertising" in a talk over WMAQ, Chicago, May 3, in the series under the direction of the Advertising Council of the Chicago Association of Commerce.

LEO FITZPATRICK, general manager of WJR, Detroit; J. J. Hartigan, of Campbell-Ewald Co.; and Gordon K. MacEdward, of Advertising Displays, Inc., are among the new directors of the Detroit Adcraft Club.

GEORGE L. PRICE, formerly secretary of The Mayers Co., Los Angeles agency, has joined the Corben Corp., Pasadena, as radio and continuity editor.

LIEBMANN BREWERIES, Inc., Brooklyn, is placing its advertising through Calkins & Holden, New York.

FIDELIO BREWERY, New York, has placed its advertising with E. T. Howard Co., Inc., New York.

KINGS BREWING Co.. Brooklyn, N. Y., has appointed W. S. Lockwood advertising manager. Advertising placed direct.

PROSPECTS

CONCERNS that have previously used radio and that make up their lists for advertising campaigns during the next few months are reported by the National Directory of Advertisers as follows: California Fruit Growers Exchange, Los Angeles (citrus products); San Diego-California Club, San Diego, Cal. (community); Paraffine Companies, Inc., San Francisco (paint, roofing, shingles, etc.); Campana Corp., Batavia, Ill. (Italian balm); DDD Corp., Batavia, Ill. (medicines); Burnham & Morrill Co., Portland, Me. (sea foods, vegetables, etc.); Faultless Mfg. Co., Baltimore (dry goods); Del-Mar-Va Eastern Shore Ass'n, Inc., Salisbury, Md. (property and resources); Warren Telechron Co., Ashland, Mass. (Telechron electric clocks); Firestone Footwear Co., Boston (rubber and canvas footwear); Templetone, Inc., Detroit (medicines); Scott & Bowne, Bloomfield, N. J. (Scott's cod liver oil); G. W. Van Slyke & Horton, Albany, N. Y. (Schuyler cigars); D'Orsay Perfumeries Corp., New York (toiletries); General Foods Corp., New York; General Cigar Co., New York; Crosley Radio Corp., Cincinnati.

HAAS, BARUCH & Co., Los Angeles (Iris canned and preserved goods) makes up lists during June and December, using radio along with other media. Advertising is placed by Emil Brisacher & Staff, Los Angeles.

PURITAN CHEMICAL Co., Atlanta (insecticides) has appointed the Johnson-Dallis Co., Atlanta, to place its advertising, which will include radio and newspapers.

CHAR-TEX Co., Minneapolis, division of the Terminal Co., 340 Stimson Blvd., Minneapolis, is testing radio locally for a new mouth wash, account being handled by Critchfield & Co., Minneapolis.

STUDIO NOTES

KFOX, Long Beach Cal., now conducts a Spanish department, offering the services of a continuity writer, ad writer and announcer as well as Spanish entertainers. The new department is proving commercially profitable, reaching the Mexican and Spanish speaking population. It is under the direction of Senor Antonio Seine, native of Mexico, who conducts an early morning Spanish period at 6 o'clock called "El Despertador", or "The Early Riser".

CAPTAIN HENRY'S Showboat, sponsored every Thursday night on NBC-WEAF by Maxwell House Coffee Co., is being reproduced in a Paramount talkie short for an early release.

KFAC, Los Angeles, has started to broadcast a spelling bee three times weekly through the cooperation of 34 local high schools. Each school selects a team from the senior class. These, by rotation, will appear before the KFAC microphone until eliminations leave one contestant from each school. Finals will be between these candidates, with the first prize a scholarship in the University of Southern California.

THE DAILY ILLUSTRATED TIMES, Chicago tabloid newspaper, is now broadcasting 15-minute news periods each weekday morning over WJJD, Chicago. This is in addition to twice daily periods over WBBM, Chicago, and daily periods over WJKS, Gary, Ind.

KHJ, Los Angeles, has started a new series called "Conquerors of the Sky", with previews a week in advance. Bill Robson, staff writer, is writing the script which depicts big moments in the lives of aviation headliners. Program will go over the Don Lee-CBS network.

WOR, Newark, reports that 15,000 students have enrolled for its four language courses — French, Italian, Spanish and German. A secondary French course was recently started under the heading "A Little French for Little Folks."

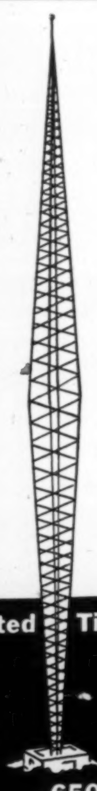
WNAC, Boston, furnished the Yankee Network and CBS a dramatic bit of spot news coverage on May 5 when Jim Smith, ace reporter for the Boston Evening American, related the events leading up to the solution of the McMath kidnapping in a broadcast from the police station at Harwichport, Mass.

WHAT is believed to be the only Chinese program presented by an all-Chinese cast as a regular feature over a middle western station is broadcast each Thursday night by WGES, Chicago. Under the supervision of the Chinese Daily News, Chicago, the program presents a cast of 16, a Chinese orchestra, songs and drama. Gene Dyer, station manager, breaks into the program periodically to explain in English various phases of the entertainment. The series is intended to promote a friendly feeling for the Chinese in Chicago.

THE WEEKLY audience for the "Do-Nut frolic" at KNX, Hollywood, has became so large that the cast has moved to Freeman Lang's sound stage at 1343 Gordon Street, Hollywood, for a weekly personal appearance and broadcast performance.

THE MORRIS B. SACHS department store, Chicago, disposed of 1500 women's dresses in one day following the sponsorship of seven time signals on the preceding day over WAAF, Chicago, early in March.

KDB, Santa Barbara, Cal., on April 30 celebrated its second anniversary with a special program to the Don Lee-CBS chain. Herbert Witherspoon, at one time on the commercial staff of KHJ, is manager of KDB.



You pay a low price for thorough southern coverage on WSM—the national response you get is velvet.

Exclusive National Representatives
EDWARD PETRY AND COMPANY
NEW YORK CHICAGO SAN FRANCISCO

Cleared Channel Unlimited Time
WSM
NBC Affiliate 50,000 WATTS 650 Kilocycles

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC.
NASHVILLE, TENNESSEE

XUM

New England Expecting Larger Radio Audience In Summer Than Winter

Mr. Phelan

NEW ENGLAND will have a larger radio audience this summer than it did during the winter just past, predicts Charles W. Phelan, director of sales for the Yankee Network. Prior to the advent of the automobile radio receiver, he points out, every survey showed New England's summer audience to be 90 per cent of the winter.

"With the sale of many hundred thousand small receiving sets and automobile radios, it is safe to state there will be a larger audience this summer in New England than there was last winter."

Declaring that New England becomes the mecca for vacationists from May to October, Mr. Phelan said there will be no relaxation in broadcasting this summer.

"When you add nearly 3,000,000 people spending $500,000,000 to 8,500,000 people spending $3,783,570,000, you have an idea how important the vacation industry is to New England," he added.

A NEW station for Greenville, N. C., was recommended to the Radio Commission May 12 by Chief Examiner Yost on application of William Avera Wynne. Assignment requested is 1420 kc., 100 watts, daytime.

EQUIPMENT

RCA VICTOR Co., Camden, N. J., reports the sale of a 10 kw. broadcast transmitter to be installed at La Paz, Bolivia, to operate on 600 kc. Order also included a 1 kw. short wave transmitter to operate on 6,080 and 13,500 kc.

HERALDO de CUBA, Havana newspaper, has ordered a Model 1001C broadcast transmitter from RCA Victor Co., Camden, N. J. It will operate with 1 kw. on 1100 kc.

E. E. GRIFFIN, former chief technician with radio stations in Los Angeles, Inglewood and Pomona, Cal., but for the last three years chief engineer with the Universal Microphone Co., Inglewood, has been promoted to vice president of Universal in charge of factory production and the precision laboratory.

THE CONTROL staff at WHAM, Rochester, has installed a panel mounting long-short wave receiver to tune in NAA, Arlington, for time checks. Electric clocks on Rochester current vary as much as 15 seconds in five hours.

WESTERN TELEVISION Co., Chicago, has secured an order from the National Revolutionary Party of Mexico for a 1 kw. television transmitter to be operated in Mexico City in connection with its broadcasting station XFO. Engineer Armando Conto has been sent to Mexico City to make the installation.

KGIR Gets Increase

AN INCREASE in day power from 500 watts to 1 kw. was given KGIR, Butte, Mont., by the Radio Commission May 5. The station also was authorized to install new equipment.

THE KANSAS CITY STAR
KANSAS CITY JOURNAL-POST
General Outdoor Adv Co
THE KMBC HAPPY HOLLOW BUGLE
SUNSHINE DISCOVERERS KMBC
SPONSORED BY SUNSHINE BISCUIT BAKERS
KMBC
MARKET SURVEYS KMBC
AIR PUBLICITY
Front page newspaper "highlights" every day

The AA★ OF RADIO ADVERTISING

PLUS Actual Merchandising Service!

You can't get "AA" just by having more power and better reception . . . you need consistently superior entertainment, both studio and national chain . . . and your programs must be built up through newspaper publicity, air publicity, billboard tie-ups and actual merchandising and survey work. You can get all this when you use KMBC—first in the hearts of the heart of America . . . where retail sales are $488 per capita (highest in U.S.A.) against national average of $230. Are you getting your share?

MIDLAND BROADCASTING CO., Kansas City, Mo.
New York Office: 17 E. 49th St. Phone Eldorado 5-5070

★ AA—AUDIENCE APPRECIATION

KMBC

A UNIT OF THE COLUMBIA BROADCASTING SYSTEM

THESE FOLKS DEPEND UPON WLS EVERY DAY . . . .

Bankers, Merchants, Feed and Lumber Dealers
Grain Farmers and Country Elevators
Creameries and Country Buyers
Fruit and Vegetable Growers
Livestock Producers
Dairy Farmers
Poultrymen

From the very first, WLS has been committed to an inviolable program of *constructive service* to farmers and all others dependent upon agriculture. Throughout the day, immediately after market and weather reports are released through official sources, WLS reporters rush to the microphone and a great army of listeners learn the price of hogs, trend of the butter market, what's doing in the fruit and vegetable market, and what the weather man says.

These hundreds of thousands look upon WLS not merely as a medium of entertainment. They plan their daily farm work, their shipments to market, trading operations, and many other activities after hearing these vital economic reports over WLS. To them, WLS means dollars and cents made or saved.

WLS farm reporters are farm trained—educated in agriculture and journalism. They know the problems of agriculture. Not only do they arrange and broadcast a market and weather service, but they bring news of farm legislation, spot reporting of State Fairs, International Livestock Expositions, Poultry Shows, and other news equally important.

This great audience that depends upon WLS for this "dollars and cents" service will listen to advertisers' messages built by the men and women of WLS who know their market. Now is the time to go after that market—midwest farm conditions are improving day by day.—Full particulars as to rates and coverage will gladly be furnished upon request.

50,000 Watts — WLS — 870 Kilocycles

The Prairie Farmer Station

BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

1230 West Washington Boulevard
CHICAGO

Mail and Index to "Circulation"

(*Continued from page 9*)

the county in which the station itself is located were mapped as "very good" coverage. These two areas combined were designated as "primary coverage".

Any counties from which less than 25 per cent as many requests were received were arbitrarily excluded from this area and were mapped as secondary but "regular" coverage.

Arbitrary Basis

YOU MAY wonder what prompted us to use these precise ratios for the levels of coverage. It was quite arbitrary—we were plowing new ground. We could have used ratios of 1/3 or 1/4 instead of 1/2 but we found that the ratios used were readily comprehensible and sufficiently broad for clear distinction between the areas.

On this basis, then, "Listening Area" maps were prepared for each station on the CBS network. It will be seen that the total number of requests received by any station had very little bearing on the size or shape of its "Listening Area" map. The relation of these requests per thousand population to the "home" county was the important factor. It was our belief that relating the mail to population would eliminate variables due to difference in returns from each station. But we checked this point by experimenting in New York City. One map using the above formula was prepared on the basis of 2,000 letters and another on the basis of 10,000. The primary "Listening Areas" were identical and the secondary areas checked very closely. The map based on 10,000 letters showed a few additional counties of "occasional" coverage.

Directional Tendencies

IN LOOKING through this series of "Listening Area" maps several interesting facts are evident. In the first place, almost without exception the maps are not circular in shape but highly individual. The "Listening Areas" show strong directional tendencies and sometimes form almost a grotesque shape which shows no direct geographical congruity with the station concerned. For example, the "Listening Area" of Columbia's station in Dallas extends southward from Arkansas to Mexico in a lateral band frequently only a few counties wide, but over 200 miles long. And other stations, for example, Boston, show a "Listening Area" in almost direct contrast. The intense "Listening Area" of the Boston station is scarcely 50 miles wide but extends north and south for almost 300 miles.

It is interesting to note that the primary "Listening Areas" almost always fall within the field strength maps prepared by engineers. The "Listening Area" maps do not show the entire area which a given program can cover, but indicate the areas it will reach at the outset, by laws of average, and to the relative degree of habitual listening to the station in each of those areas.

Basis of Market Data

BECAUSE of their accurate county divisions, these maps have given us an opportunity to supply exact market data for the territories covered by each station. Such figures as the number of families, radio homes, telephones, automobiles, etc. permit the broadcast advertiser, for the first time, to evaluate carefully each radio market.

The second "Listening Area" study has just been completed and is now on the press. We can speak with even more confidence concerning the "Listening Area" method now that we have seen the close correlation between the two groups of maps. Almost without exception, the second "Listening Area" study, conducted two years later, checks with the first "Listening Area" maps. Where there are significant differences, these can usually be accounted for by changes in equipment, increases in power, removal of transmitter site, change in program policy or other specific factors.

I should like to point out that these maps make no attempt to show the number of listeners to any station or any one program. We are frequently asked for this information, but this is an elusive figure that changes from quarter-hour to quarter-hour every day of the week. The number of listeners to a specific program can be determined by 'round the clock telephone surveys and similar types of investigations.

Mail Questionnaire

OUR "Listening Area" maps did not even tell us how many people actually listened to each station re regularly and habitually. In compiling a composite "Listening Area" map for the entire CBS network, we were able to make use of figures indicating the percentage of regular listeners to each station. But these figures were obtained in another way and this brings us to another technique we employed—the mail *questionnaire.*

As a matter of fact the mail questionnaire has been the basis of most of the research reports which we have prepared. It was first used by us to check up on the popularity of the stations affiliated with CBS. In a sense, this first study was a private inventory of Columbia's assets. Since that time the circularization audits conducted for us by Price, Waterhouse and Company, public accountants, have become annual releases.

EDITOR'S NOTE—*The remainder of Mr. Karol's discussion of this subject will be carried in the June 1 issue of* BROADCASTING.

Speedy Selling

DOES RADIO sell automobiles? Yes, replies the Rice Motors, Inc., Cincinnati, after a week of spot announcements over WCKY, Covington, Ky. The firm had a large stock of 1933 Auburn eights to close out at bargain prices. Seven announcements, each with different copy, were arranged. In four days every car was sold, and more Auburns of the same type were ordered from the factory to supply demand. Factory executives at Auburn, Ind., who tuned in the announcements, complimented Rice Motors on their effectiveness. The continuity was handled by Elmer H. Dressman, WCKY continuity director.

Copyright Straitjacket

(*Continued from page 13*)

proper control over broadcasting performances would automatically secure to the copyright owner sufficient protection from unauthorized public performance by the use of the radio receiving set, and justify legislation denying relief against those who in using the receiving set innocently invade the copyright, *but the existing statute makes no such exception."*

In the new copyright legislation which will come before the present Congress it should therefore provide, with relation to radio broadcasting, that

1. Where copyright material is broadcast the performance is only at the broadcasting station.

2. Where a license to broadcast copyrighted material is given it should cover any reception of this program wherever transmitted, retransmitted or reproduced provided the reproduction begins and ceases in point of time simultaneously with the performance in the broadcast studio.

3. Where there is a chain program broadcast, the performance is only in the originating broadcast station studio.

4. Where copyrighted material is broadcast without license the station originating the broadcast only shall be chargeable under the copyright.

In this manner the copyright owner may fully protect himself as he is not obliged to license for broadcasting purposes, but he should not be permitted to grant such a license with full knowledge of the present art of broadcast transmission and then be allowed to collect an additional royalty from the unsuspecting and defenseless public.

Coverage Standards

(*Continued from page 14*)

newspaper or magazine advertiser. And it is a more direct criterion of the advertiser's opportunity than a census of listeners to another advertiser's program of greater or less attractiveness delivered at a different hour with altered program competition, or tabulation of cumulative results attained by all advertisers on a given station.

Furthermore, the actual value of coverage determined by measurement can be compared both geographically and on the basis of cost per receiving installation with similar data on competing stations.

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*Abstract of remarks before radio group of the Advertising Club of New York.

KRAZY KWILT
KOIL's NEW
Theatre Program
Ready for Sponsorship!

Here's a Saturday Night program with pep—zip—and go. A variety show that pulls listeners from the Iowa-Nebraska territory for two solid hours of snappy entertainment. Produced on local stage.

Offers a fast-moving combination of vocal and instrumental music, including one period of genuine hill-billy music — well mixed with drama and comedy by the well known KOIL KRIME KLAN cast, and Tony and Babe, the midwest's most popular comedy team. Thirty-five people working, with two announcers.

An audience ready for your advertising message. Can be sponsored cooperatively or in quarter—or half-hour periods. A natural! Let us prove it. Write for details of program and station coverage.

Affiliated with NBC's Blue Network

KOIL
OMAHA
THE TEST STATION
*"Voice of Barnsdall—
the World's First Refiner"*
COMMERCIAL DEPT., • OMAHA, NEB.

RCA

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, INC.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

Sweeping Effects of WIBO Case

(*Continued from page 6*)

state on a frequency theretofore assigned to a station in an over-quota state, provided the Commission does not act arbitrarily or capriciously."

That a station exists only from license renewal to license renewal was made evident by the highest court. Answering the contention of Rep. Beck that the deletion of WIBO and WPCC was arbitrary, since no proceeding had been instituted for the revocation of their licenses, the court said that Section 14 providing for revocation permits such action in cases of false statements or for failure to operate as the license required or to observe regulations.

"But the question here," the Court continued, "is not with respect to revocation under Section 14, but as to the equitable adjustment of allocations demanded by Section 9. The question is not simply as to the service rendered by particular stations, independently considered, but as to relative facilities,—the apportionment as between states. * * *

"In granting licenses the Commission is required to act 'as public convenience, interest or necessity requires'. This criterion is not to be interpreted as setting up a standard so indefinite as to confer an unlimited power. The requirement is to be interpreted by its context, by the nature of radio transmission and reception, by the scope, character and quality of services, and, where an equitable adjustment between states is in view, by the relative advantages in service which will be enjoyed by the public through the distribution of facilities. In making such an adjustment the equities of existing stations undoubtedly demand consideration. They are not to be the victims of official favoritism. But the weight of the evidence as to these equities and all other pertinent facts is for the determination of the Commission in exercising its authority to make a 'fair and equitable allocation.'

Considered Needs at Gary

"IN THE instant case the Commission was entitled to consider the advantages enjoyed by the people of Illinois under the assignments to the state, the services rendered by the respective stations, the reasonable demands of the people of Indiana, and the special requirements of radio service at Gary. The Commission's findings show that all these matters were considered. Respondents say that there has been no material change in conditions since the general reallocation of 1928? But the Commission was not bound to maintain that allocation if it appeared that a fair and equitable distribution made a change necessary. Complaint is also made that the Commission did not adopt the recommendations of its examiner. But the Commission had the responsibility of decision and was not only at liberty but was required to reach its own conclusions upon the evidence.

"We are of the opinion that the Commission's findings of fact, which we summarized at the outset, support its decision, and an examination of the record leaves no room for doubt that these findings rest upon substantial evidence."

Senators Hail Opinion

THE OPINION was hailed enthusiastically by Senators Dill, (D.) of Washington, and White, (R.) of Maine, radio leaders in Congress. Senator Dill said it establishes "very clearly the right of the Commission to change assignments at will, and the right of Congress to regulate this great instrument of intelligence in behalf of the people."

Senator White declared the opinion "absolutely sound" in that it "affirms the understanding and the purpose" of the law. It clearly upholds the right of the Commission to refuse license renewals in proper cases, without recognizing any property right, he asserted. Some question might arise now as to whether the Davis amendment has "served its purpose", Senator White said, but he observed that while certain of its provisions might properly be eliminated, "the principle of the Davis amendment should be retained.

WIBO, operated by the Nelson Brothers Bond and Mortgage Co., has operated on the choice 560 kc. channel with 1 kw. night and 2½ kw. day since the 1928 reallocation. Representing an investment of nearly $350,000 two years ago, it recently moved to new studios—the old Chicago NBC studios—in the Loop district. WPCC, operating with 500 watts, was licensed to the North Shore Church, and while authorized to share with WIBO, operated on Sundays during stated hours and by agreement has operated on certain week days in exchange for Sunday hours.

WJKS Gets Full Time

WJKS is licensed to the Johnson-Kennedy Radio Corp., of which Ralph Atlass, Chicago, is the principal owner. The station has operated part time on 1360 kc., with 1 kw. night and 1¼ kw. day. Under the decision it acquires full time on a much more desirable wave, with 1 kw. night and 2½ kw. day. Mr. Atlass recently took over operation of WJJD, Chicago, from the Loyal Order of the Moose.

Arguments in behalf of the government in the Supreme Court review were handled by Solicitor General Thomas D. Thacher. He was assisted in the preparation of the case by Duke M. Patrick, former Commission general counsel, who resigned last February. Mabel Walker Willebrandt, former Assistant Attorney General, was counsel for WJKS.

Under Supreme Court procedure, the mandate deleting WIBO and WPCC and awarding the 560 kc. assignment to WJKS will become effective June 2, unless steps are taken for a stay in connection with the filing of a motion for rehearing. The court seldom grants such motions. Counsel for the Chicago stations have not yet decided on the course to be pursued.

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ACTIONS OF THE

FEDERAL RADIO COMMISSION

MAY 1 TO MAY 13 INCLUSIVE

Applications . . .

MAY 2

WSAR, Fall River, Mass.—CP to make changes in equipment.

WJAY, Cleveland—Modification of license to change from 610 kc., 500 w. power, D to 590 kc., 250 w. night, 500 w. day, unlimited time, amended to omit request to change frequency.

KGHI, Little Rock, Ark.—CP to make changes in equipment, change frequency from 1200 kc. to 570 kc. and increase power from 100 w. to 500 w. amended to omit request to change frequency, and change requested power from 500 w. to 100 w. night, 250 w. day, transmitter to be determined.

WKEU, LaGrange, Ga.—Modification of CP for a new station to be operated on 1500 kc., 100 w., specified hours, to extend completion date from 5-20-33 to 8-20-33.

KECA, Los Angeles—Modification of license to use auxiliary transmitter of KFI as main transmitter of KECA; also install automatic frequency control equipment.

KGER, Long Beach, Cal.—Modification of license to change main studio from Long Beach to Los Angeles.

Applications returned: WTAR-WPOR, Norfolk, Va. —Modification of license to increase power from 500 w. to 1 kw.; KLRA, Little Rock, Ark.—Modification of license to change hours of operation from specified hours to unlimited time; NEW, L. C. Memmott & E. H. Carter, Rapid City, S. D.—CP for a new station 1360 kc., 250 w. night, 500 w. day, unlimited time, facilities of WCAT, Rapid City, S. D.

W9XE, Marion, Ind.—License covering CP for 43000-46000, 48500-50300, 60000-80000 kc. 1 kw. experimental visual broadcasting.

MAY 4

KVOR, Colorado Springs, Col.—Voluntary assignment of license to S. H. Patterson.

MAY 6

NEW, San Juan, Puerto Rico—Juan Piza for CP for a new station at San Juan, P. R., 1290 kc., 500 w. unlimited time.

WSAI, Cincinnati—CP to make changes in equipment and increase power from 500 w. night, 1 kw. day to 500 w. night, 2½ kw. day, amended to request increase in power to 1 kw. night, 2½ kw. day.

KLRA, Little Rock, Ark.—Modification of license to change hours of operation from specified to unlimited time, resubmitted without change.

WMT, Waterloo, Ia.—Modification of license to increase power from 500 w. to 500 w. night, 1 kw. day.

WDGY, Minneapolis—CP to make changes in equipment and increase power from 1 kw. to 2½ kw.

KICA, Clovis, N. M.—License to cover CP granted 4-21-33 to move transmitter and studio locally.

KREG, Santa Ana, Cal.—Install new automatic frequency control equipment.

Applications returned to: NEW, C. E. Wilkinson, Mason City, Ia.—CP for a new station at Mason City, 1500 kc., 100 w., specified hours; KGIZ, Grant City, Mo. —CP to move station to Maryville, Mo.

MAY 9

WARD, Brooklyn—Modification of license to change hours of operation from sharing with WFOX, WLTH and WBBC to sharing with WBBC (facilities of WLTH. and WFOX) amended to request unlimited time and facilities of WBBC, Brooklyn; also NEW, Muskegon, Mich.—Nicholas Kuris for CP on 1200 kc., 100 w. D.

KOCW, Chickasha, Okla.—Modification of CP to change authorized location of transmitter from Chickasha, Okla. to Tulsa, Okla., exact site to be determined, and to change type of authorized equipment.

WOW, Omaha—Modification of license to change hours of operation from sharing with WCAJ to unlimited time (facilities of WCAJ, Lincoln, Neb.).

NEW, La Grande, Oregon—Eastern Oregon Broadcasting Co., Inc. for CP on 1500 kc., 100 w. night, 250 w. day, unlimited time (facilities of KOAC, Corvallis, Ore.), amended to change transmitter location to "to be determined, near La Grande."

MAY 11

WEVD, New York—Modification of license to increase power from 500 w. to 1 kw.

WOR, Newark—Modification of CP to install new transmitter and increase power from 5 kw. to 50 kw., to extend commencement and completion dates to 6-16-33 and 11-16-33, respectively.

WMBO, Auburn, N. Y.—License to cover CP to rebuild station changing transmitter site locally.

WJAC, Johnstown, Pa.—Voluntary assignment of license to WJAC, Inc.

KWEA, Shreveport, La.—Modification of CP to install new transmitter to change type of authorized equipment.

KGHI, Little Rock, Ark.—CP to make changes in equipment and increase power from 100 w. to 100 w. night, 250 w. day, amended as to equipment.

WHBQ, Memphis—License to cover CP as modified, to move transmitter locally.

WFLA-WSUN, Clearwater, Fla.—License to cover CP to make changes in equipment.

NEW, Yakima, Wash.—Herbert LeRoy Coburn for CP on 1240 kc., 500 w., unlimited time.

Decisions . . .

MAY 2

WMAL, Washington, D. C.—Granted license for auxiliary transmitter.

KGGM, Albuquerque, N. Mex.—Granted license to change equipment 1230 kc., 250 w. night, 500 w. LS unlimited time.

WIBM, Jackson, Mich.—Granted modification of license to change specified night hours to sign off at 9 p.m. (operates till midnight).

WJBK, Detroit—Granted modification of license to change specified night hours only from 9 p.m. to midnight CST.

KGIR, Butte, Mont.—Granted permission to operate a crystal controlled 10-w. oscillator between 2 and 6 a.m., MST, May 3 and 15 inclusive, 1360 kc. to locate a new site for transmitter.

Set for hearing: WHDH, Boston—Modification of license to change hours of operation from D to unlimited; WICC, Bridgeport, Conn.—Modification of license to increase operating power from 250 w. night and 500 w. LS, to 500 w. experimentally.

KESI, Pocatello, Idaho—Hearing scheduled for May 19 continued until June 7.

KFAB, Lincoln, Neb.—For period ending April 28, 1933, and pending decision of Court of Appeals on appeal by WGN from decision of Commission or further order of the court and the Commission, granting modification of license to synchronize with WBBM-WJBT, during certain specified hours, experimentally, this station was granted a modification license as follows: simultaneous D operation with WBBM-WJBT; shares time with WBBM-WJBT at night on the following basis: KFAB 3/7ths time and WBBM-WJBT 4/7ths time.

WBBM-WJBT, Chicago, Ill.—Same as above with proper substitution of call letters.

WQBC, Vicksburg, Miss.—Granted modification of special temporary experimental authority to reduce hours of operation from unlimited to specified until June 1. This special authority to use 500 w. night on 1360 kc., is granted conditionally.

KSEI, Pocatello, Idaho, and KHJ, Los Angeles—Granted authority to take depositions in re Dockets 2009 and 2010.

MAY 5

KGIR, Butte, Mont.—Granted CP to install new equipment and increase day power from 500 w. to 1 kw.

WSBC, Chicago—Granted modification of license to change specified hours of operation.

WCRW, Chicago—Granted modification of license to change specified hours of operation.

KFOR, Lincoln, Neb.—Designated application for renewal of license for hearing and granted temporary license subject to action by the Commission.

Set for hearing: WOBU, Charleston, W. Va.—Modification of license to increase night power from 250 to 500 w.

WIS, Columbia, S. C.—Denied special authority to operate with additional 500 w. nighttime experimentally.

Applications denied for failure to enter appearances: WBCM, Bay City, Mich.—Special authority to increase power experimentally to 1 kw.; NEW, Lee Elton Spencer, Greensburg, Pa.—CP, 800 kc. 250 w. D.

Applications dismissed at request of applicants: Visual Broadcasting Laboratories, CP 2750-2850 and 43000-46000 kc., 500 w., unlimited time.

W. H. Allen & Co., Alexandria, La.—Denied petition to reopen hearing of case decided by Commission on April 14, denying application for new station.

KGIX, Las Vegas, Nevada (Ex. Rep. 467)—Application for renewal of license to operate on 1420 kc., 100 w., specified hours to change location of station and to make changes in equipment, to be heard before the Commission en banc on May 31. Examiner Hyde on March 23 recommended denial of application.

NEW, W. E. Dobbins and Maurine C. Coleman, Atlanta, Ga. (Ex. Rep. 469)—Denied application to operate on 890 kc., 250 w. night, 500 w. LS (facilities of WGST, Atlanta) sustaining Examiner Pratt).

WGST, Atlanta, Ga.—Granted application for renewal of license to operate on 890 kc., 250 w. night 500 w. Ls, sustaining Examiner Pratt.

WMBQ, Auburn, N. Y.—Granted special temporary authority to extend program test period for period of 30 days.

MAY 9

NEW, Leo J. Omelian, Erie, Pa.—Granted CP to operate on 1420 kc., 100 w. night, 250 w. day, unlimited time (facilities of WERE).

WOC-WHO,Des Moines, Ia.—Granted license combining stations WHO-WOC, increasing power to 50 kw., unlimited time on 1000 kc.

WKEU, La Grange, Ga.—Granted modification of CP extending completion date from May 20 to Aug. 20.

WKBB, E. Dubuque, Ill.—Granted modification of CP extending commencement date to June 21 and completion date to Nov. 21.

WRBX, Roanoke, Va.—Granted renewal of license, 1410 kc., 250 w., shares equally with WHIS.

KARK, Little Rock, Ark.—Granted 30 day authority to reduce power to 175 w., because of failure in power supply equipment which does not permit operation at licensed output with 75 per cent modulation.

WJJD, Mooseheart, Ill.—Granted authority to begin operation at 5:30 a.m., CST, during period daylight savings time applies.

Set for hearing: NEW, Hagar & Hunter, Owatonna, Minn.—CP for new station, 1310 kc., 100 w. D; NEW, R. D. DuBoise and T. R Putnam, Tucson, Ariz.—CP for new station, 1260 kc., 500 w., specified hours (facilities of KVOA); WBZ, Boston, Mass.—Modification of license to increase power from 25 kw. to 50 kw.; WGNY, Chester Township, N. Y.—Modification of license to increase power from 50 to 100 w.; WCAL, Northfield, Minn.—Modification of license to operate from 7 to 8 p.m., CST, Sundays only, in addition to present specified hours.

WRAM, Wilmington, N. C.—Granted request for extension of 10 days in addition to 20 days required by regulations for filing notice of desire to be heard in re Dockets 1971 and 2021; also granted petition requiring Wilmington Broadcasting Co. to disclose members of said association, but denied petition in so far as information requested relative to the individual financial, technical and legal qualifications of each member.

WGN, Chicago—Hearing continued on application for increase in power from 25 kw. to 50 kw.; case to be heard at a time to be decided on by Commission.

KFOR, Lincoln, Neb.—Granted petition withdrawing his protest against voluntary assignment of this license to the Cornbelt Broadcasting Corp.

MAY 12

WJBU, Lewisburg, Pa.—Granted consent to voluntary assignment license to Charles S. Blue; also granted CP to move transmitter and studio from Lewisburg to Sunbury, Pa.

WSAR, Fall River, Mass.—Granted CP to make changes in equipment, reducing maximum rated power from 500 w. to 250 w.

KFAC, Los Angeles, Cal.—Granted modification of license to increase hours of operation from sharing with KGEF (deleted) to U.

KBPS, Portland, Ore.—Granted authority to discontinue operation May 26 to Sept. 12, 1933, during school vacation.

WRAK, Williamsport, Pa.—Granted modification of license to change time from sharing with WJEQ to U. (facilities of WJEQ).

KFJB, Marshalltown, Ia.—Granted special temporary authority to operate unlimited time from June 4 to June 10.

WMBH, Joplin, Mo.—Granted special temporary authority to operate from 9:30 to 10 p.m., CST, May 20 and 27, June 3, 10, 17 and 24.

NEW, The Norfolk Daily News (Portable) Norfolk, Neb.—Granted CP for temporary broadcast pickup service, 2342 kc., 1 w.

W9XC, U. S. Radio & Television Corp., Marion, Ind. —Granted license, special experimental 43000-46000, 48500-50300, 60000-80000 kc., 1 kw., initial operating power 15 w.; to Nov. 1, 1933. Also granted experimental visual broadcasting license, 43000-46000, 48500-50300 and 60000-80000 kc., 1 kw.

W1XAK, Westinghouse E. and M. Co., Chicopee Falls, Mass.—Granted renewal of special experimental license, 990 kc., 50 kw.

Set for hearing: WAMC, Anniston, Ala.—CP to move transmitter to Muscle Shoals, Ala., and studio to Muscle Shoals from Anniston, and make changes in equipment.

KGGC, San Francisco, Cal.—Denied special authority to use following specified hours in addition to present specified hours: 9 to 11 p.m., PST, daily, 10 to 11 p.m. PST, Sunday.

The following applications, heretofore set for hearing, were denied because applicants failed to enter appearances within time allowed: NEW, Wilmington Broadcasting Co., Wilmington, N. C.—CP, 1370 kc., 100 w., (facilities of WRAM); WROL, Knoxville, Tenn.—CP, 1240 kc., 250 w., half time with WKAQ.

Oral argument granted: KWKH, Shreveport, La.—Oral argument was granted in this case, to be held June 21, 1933, one hour for each applicant; these applicants are: WWL, New Orleans; International Broadcasting Corp., Shreveport, La.; National Union Indemnity Assn., Shreveport, and WSPA, Spartanburg, S. C.

KFWF and WIL, St. Louis, Mo.—The Commission extended the effective date of its order of April 14, to and including 3 a.m. Thursday, May 18, 1933.

Examiners' Reports . . .

NEW, Kathryn Jones, Florence, Ala.—Examiner Pratt recommended (Report 475; Docket 1970) that application for CP on 1420 kc., 100 w., D. be granted on grounds that there is need for service, Alabama is underquota and applicant is qualified to operate station.

NEW, Dr. George W. Young, Minneapolis.—Chief Examiner Yost recommended (Report 476; Docket 1974) that application for visual broadcasting CP on 2000-2100 kc., 500 w., unlimited time, be denied on ground that applicant has no plan which would improve the art of television in the band sought.

KMBC, Kansas City—Examiner Hyde recommended (Report 478; Docket 1809) that application to move transmitter from Independence, Mo., to new site three miles west of business center of Kansas City be granted despite protests of WIBW, WREN, KFH, WLBF and KFBI.

NEW, William Avera Wynne, Greenville, N. C.—Chief Examiner Yost recommended (Report 477; Docket 1983) that application for new station on 1420 kc., 10 w., be granted.

Horizontal Power Increases Urged

W.C. Bridges Leads New Move; No Interference Forecast

ADVOCATES of a "horizontal increase" in station power as a logical sequel to the maximum power grants on several clear channels during the last year are redoubling their efforts to persuade the Radio Commission to relax its present regulations limiting regionals to 1 kw. at night and locals to 100 watts.

Taking up the cudgels in behalf of regionals, W. C. Bridges, general manager of WEBC, Duluth-Superior, is urging stations throughout the country to fall behind the move. In a letter to BROADCASTING, he said that higher power for clear channel stations appears to be good engineering and in the public interest and that he is not opposing it.

Regional Rights

"HOWEVER," he added, "limiting all regionals to 1 kw. at night and a maximum of 2½ kw. during the day is not serving public interest and does not follow good engineering as I understand the situation."

In his letter to regional stations urging their support, Mr. Bridges wrote:

"With the lid slowly being taken of power for clear channel stations, we have a feeling here that something along the same line is due regional channel stations.

"During the summer months, 1 kw. at night is a joke, unless the transmitter is located in the midst of a small city, in which coverage is only desired. Otherwise, if a thunder storm comes along or the electric stove has a loose connection, it is just too bad. The daytime situation is a little better, but we have been unable to find a good engineering reason why 5 or 10 kw. shouldn't bring improved service."

A test case involving applications of four stations on the 940 kc. regional channel for increases from 1 to 5 kw. was heard by the Commission last year. The Commission denied the applications on the ground that the regulations limit power to 1 kw. at night on regionals and that the quota regulations also precluded their approval. The stations contended that through a parallel increase they would be enabled to give a higher quality service and increase their service areas without creating additional interference, and that the applications were in accord with the most modern trends in broadcasting technique.

Aside from raising the powers of regional stations proportionally, the horizontal increase proponents have in mind the boosting of local station powers from 100 to possibly 500 watts. In some quarters it is believed this whole power question will be considered following the forthcoming conference in Mexico City on redistribution of wave lengths among North American nations. The date for the conference has not yet been set.

Theronoid is Hit

THERONOID, INC., of New York, Philadelphia, Trenton, Cleveland, Detroit and Washington, was ordered May 12 by the Federal Trade Commission to cease advertising that the use of its appliance, a solenoid belt having magnetic properties, produces a physical-therapeutic effect on the human body or is likely to aid in treating diseases. The company has been using programs over 19 stations, and also has conducted an extensive newspaper advertising and direct-by-mail campaigns.

Rocke Company Moves

ROCKE PRODUCTIONS, Inc., creators of radio entertainment, has moved its New York offices to the new RKO Building, 1270 Sixth Ave., in Radio City. Headed by Ben Rocke, Norman Livingston and Nat Wolff, the company has begun specializing in the development and production of commercial programs "to fit each product and marketing situation."

New A.A.A.A. Officers

W. C. D'ARCY, president of the D'Arcy Advertising Co., St. Louis, was elected chairman of the board of the A.A.A.A. at its annual meeting May 12, succeeding Henry T. Ewald, president of Campbell-Ewald Co., Detroit. Allen L. Billingsley, president of Fuller, Smith & Ross, Cleveland, was elected secretary, succeeding G. Lynn Sumner, of G. Lynn Sumner, Inc., New York. Arthur H. Knudson, president of Erwin, Wasey & Co., was reelected vice president, and E. DeWitt Hill, treasurer of McCann-Erickson, was reelected treasurer.

The A.A.A.A. reappointed John Benson, president, and Frederick R. Gamble, executive secretary, and elected the following directors: Henry T. Ewald, 3 years; G. Lynn Sumner, 3 years; Henry Eckhardt, Kenyon & Eckhardt, New York, 3 years, and Guy C. Smith, Brooks, Smith & French, Cleveland, 1 year.

Regional council representatives were elected as follows—New York: Winthrop Hoyt, of the Charles W. Hoyt Co., New York; New England: George R. Dunham, Greenleaf Co., Boston; Philadelphia: Wilbur Van Sant, Van Sant, Dugdale & Co., Baltimore; Western: Merle Sidener, Sidener, Van Riper & Keeling, Indianapolis; Southern: J. M. Dawson, Tracy-Locke-Dawson, Inc., Dallas.

WIL, St. Louis, was assured full time operation when the Court of Appeals of the District of Columbia May 12 denied a petition of KFWF, St. Louis Truth Center, for an order staying the Radio Commission's deletion of KFWF.

Capper Bill is Aimed At False Advertising

A BILL to prohibit untrue, deceptive, or misleading advertising in print, over the air or through use of the mails was introduced in the Senate May 1 by Senator Capper, (R.) of Kansas. It was referred to the Interstate Commerce Committee. Senator Capper is publisher of CAPPER'S WEEKLY and the TOPEKA CAPITAL, and also is owner of Station WBIW, Topeka. His bill follows in full text:

That any person, firm, corporation, or association who, with intent to sell or in anywise dispose of merchandise, service, or any other thing, offered by such person, firm, corporation, or association, directly or indirectly, to the public for sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relating thereto or to acquire title thereto or an interest therein, makes, publishes, disseminates, circulates, or places before the public, or causes, directly or indirectly, to be made published, disseminated, circulated, or placed before the public, through the use of the mails or in interstate or foreign commerce, in a newspaper or other publication, or in the form of a book, notice, handbill, poster, bill, circular pamphlet or letter, or through broadcasting by radio, or in any other way, an advertisement of any sort regarding merchandise, service, or any other thing, so offered to the public, which advertisement contains any assertion, representation, or statement of fact which is untrue, deceptive, or misleading, shall be guilty of a misdemeanor, and shall, upon conviction thereof, be punished by a fine of not more than $1,000 or by imprisonment for not longer than five years, or by both such fine and imprisonment."

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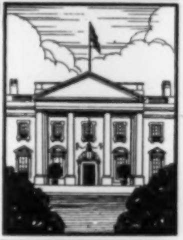

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TYPE 653
VOLUME CONTROL
Type 653-MA 50 ohms
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All sizes, same price:

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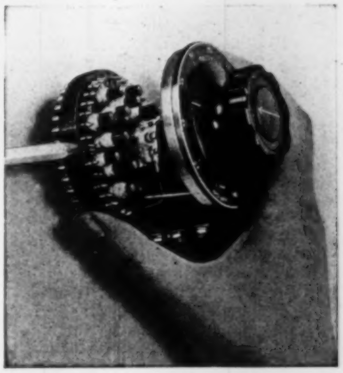

THIS new General Volume Control is mechanically rugged and free from noise, even in low-impedance dynamic and ribbon-type microphone circuits. Nothing equals it in reliable performance. Note these features:

FEATURES
Large number of steps, no sliding contacts on wire
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Complete cutoff
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SEND TODAY FOR THIS MIXER BULLETIN
Ask us to send you Bulletin Ex-3303B which describes many tested mixer circuits for practically any installation.

GENERAL RADIO COMPANY
CAMBRIDGE, MASSACHUSETTS

Study of City Markets, Relation to Newspapers Published by A. A. A. A.

"MARKET and Newspaper Statistics—108 Cities," a 256-page study dealing with 406 daily and Sunday newspapers in the leading cities of the United States has just been published by the American Association of Advertising Agencies. The study was made by individual agency media managers throughout the country under the direction of the committee on newspapers of the A.A.A.A. Its purpose is to make more readily accessible and usable certain selected information regarding markets and newspapers in cities having over 100,000 population.

The selected data are intended to aid media buyers in determining the following: (1) the size and character of markets as indicated by population, English reading families and income tax returns; (2) the cost of reaching these markets with newspapers, including comparison between markets; (3) the differential between local and national rates; (4) the amount of circulation obtained through inducements to readers.

One copy is being sent to each office of A.A.A.A. members and to each publisher represented in the report. Copies are available to others at $10 each. Publishers will be furnished copies of data for single cities at approximate production cost.

Consumer Mart Guides For Three States Issued

A VARIETY of data designed to aid manufacturers and distributors of general consumer goods to locate more readily and economically their markets in three of the leading industrial states of the country is presented in three reports just made public by the Department of Commerce. They are "Aid For Analyzing Markets in Illinois", "Aid for Analyzing Markets in Michigan" and "Aid For Analyzing Markets in Pennsylvania." The basic information offered is drawn from the records of the National Census of Distribution, which show that retail sales in the three states in the census year aggregated approximately $10,000,000,000.

To aid sales planning for these areas to be undertaken with due regard to local conditions, the new reports present for each state a comparison of the retail sales index and the population index by counties, as well as for each city of 2,500 population or more. These retail sales indices show what per cent the local sales are of the total purchases in the United States, of the state itself, and of the local county.

Special information regarding the agricultural resources of the three states, and the markets each represents for automotive appliances, and electrical and gas household equipment is included in each report. Copies of these reports, as well as previous numbers of the series, may be obtained for 5 cents each from the Superintendent of Documents, Government Printing Office, Washington, D. C., or from district .offices of the Commerce Department in principal cities.

The Other Fellow's Viewpoint...

5-Minute Programs

To the Editor of BROADCASTING:

For quite some time, I have been following with interest the increasing trend of 5-minute programs on the air. Being primarily interested in half hour and 15 minute dramas, I doubted the efficacy of these shorter periods, most of which consisted of long, drawn out commercial plugs, with a bit of music to open and close. I knew that I, personally, did not care to listen to them, and that probably the majority of listeners felt as I did. However, since I have been writing one of these 'fivers' for WTAG, Worcester, I am firmly convinced that these little programs have great pulling power, if handled and spotted with a little intelligence.

WTAG has a particularly favorable spot for a program of this type, immediately following the 6:30 p.m. news broadcast of the WORCESTER TELEGRAM GAZETTE, owners of the station. The program is sponsored by the Electric Refrigeration Bureau, and consists of a short musical opening, recorded. a 30 second commerical announcement, a short chapter of an original mystery-comedy with a cast of two, then a final 30 second announcement and musical closing. By ending each chapter at a moment when the action is right at the peak, listeners tune in for the succeeding chapter out of natural curiosity. Which, of course, is nothing new. Spotted twice a week, Tuesday and Thursday, between the news bulletins and an NBC chain program, practically every set tuned to the bulletins remains for the five minute skit. As much care goes into the writing of these skits as I put into a half hour drama, and sound effects are used with a free hand.

While I had naturally much rather do a longer show, I believe the five minute program is here to stay, and see no reason why it should not become a strong factor in increasing sales. I know the sponsors of our program are pleased with the results.

WOODBURY CARTER,
Worcester, Mass.

May 3, 1933.

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys
Antenna Design Wire Line Problems
National Press Bldg. Washington, D. C.
N. Y. Office: Englewood, N. J.

RADIO RESEARCH CO., Inc.
Broadcast Station Engineering
Instrument Design and Manufacture
9th and Kearny Sts., N. E.
Washington, D. C.

News Broadcasts

(*Continued from page 7*)

collection and dissemination of general news. The matter has been given careful consideration and the decision reached by C. P. A. is against any departure from its present policies. The C. P. A., therefore, will not be connected either directly or indirectly with any such project. A thorough investigation of the whole subject convinced us that there was no need for an additional news service for newspapers and that a service along press association lines planned wholly for radio was impracticable. Such broadcasting of C. P. A. feature news dispatches as has been permitted in the past has been wholly local and confined to cities where rights to C. P. A. were not held by any newspaper. Also C. P. A. has never allowed broadcasting of its dispatches by chains. These policies remain unchanged.

Both Karl A. Bickel, president of United Press, and Joseph V. Connolly, president of International News Service, were asked by BROADCASTING for statements as to their news policies in view of the A. P. regulations—and particularly whether they intended to restrict their local client newspapers in their radio news tieups along the lines of the A. P. resolution. Their replies speak for themselves.

Mr. Bickel's reply follows:

I have your note asking as to the position of the United Press in relation to broadcasting of news since the April meeting of the A. N. P. A.

The only copy of the A. N. P. A. resolution on radio which I have seen is the one published in EDITOR & PUBLISHER, and I have had no communication from the A. N. P. A. on the subject. From a reading of the resolution as I found it in EDITOR & PUBLISHER, I would say that the United Press is substantially in harmony with it. It does not ask us to take any action that we have not taken some time ago, and, in fact, the provisions seem to bring the A. N. P. A. generally in line with our position.

We have always insisted on brief bulletin broadcasting unconnected with any commercially-sponsored program. We have insisted that commentators on the news who broadcast their reviews abstain from using or quoting United Press news, and in certain cases in which the commentator was unconnected with a newspaper and it was shown that United Press news was being utilized as a part of a commercially advertised program, we have compelled the abandonment of the practice.

We do not permit the broadcasting of United Press news from a station located away from the city in which the broadcasting client newspaper is published, except by specific consent of the United Press and, should there be a United Press newspaper located near the exterior station, without the additional consent of that paper.

At present we are making a new survey of our clients to ascertain to what degree our broadcasting publishers are now utilizing the service and during which hours they are broadcasting. Whether or not this will result in any further regulations I cannot say until we have gone over the survey.

Mr. Connolly's Reply

MR. CONNOLLY'S reply follows:

You are probably aware that International News Service was the first and only service to have a permanent policy with regard to the radio broadcasting of its wire report. This also includes Universal Service. * * *

The American Newspaper Publishers' Association has never been concerned with the policy of International News Service with regard to the broadcasting of news because the broadcasting of news by the clients of International News Service—and for that matter Universal Service—has always been in accordance with the general policy of protecting the newspapers in their property rights to the news furnished to them by the wire service. The American Newspaper Publishers' Association was particularly concerned with the activities of the other press associations.

International News Service has refused to sell its service to radio broadcasting stations. It has refused to give its bulletins to networks or to stations not associated with newspapers, and it controls the use of its news by its clients so as to promote the circulation of its client newspapers.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Situation Wanted

SALES OR PROGRAM DIRECTOR

Desires change. Now with recognized station. Theatrical, newspaper and outdoor advertising background. Best references. Knowledge of commercial and program problems, can handle either sales or programs. Box 92, BROADCASTING.

Wanted to Buy

WANTED
A RADIO STATION

An experienced station operator wants to purchase control or outright sale of good regional or local station. Please be frank in stating conditions, terms and essential facts. All letters will be held confidential.
Write BOX 91, *BROADCASTING*

Odds On Radio

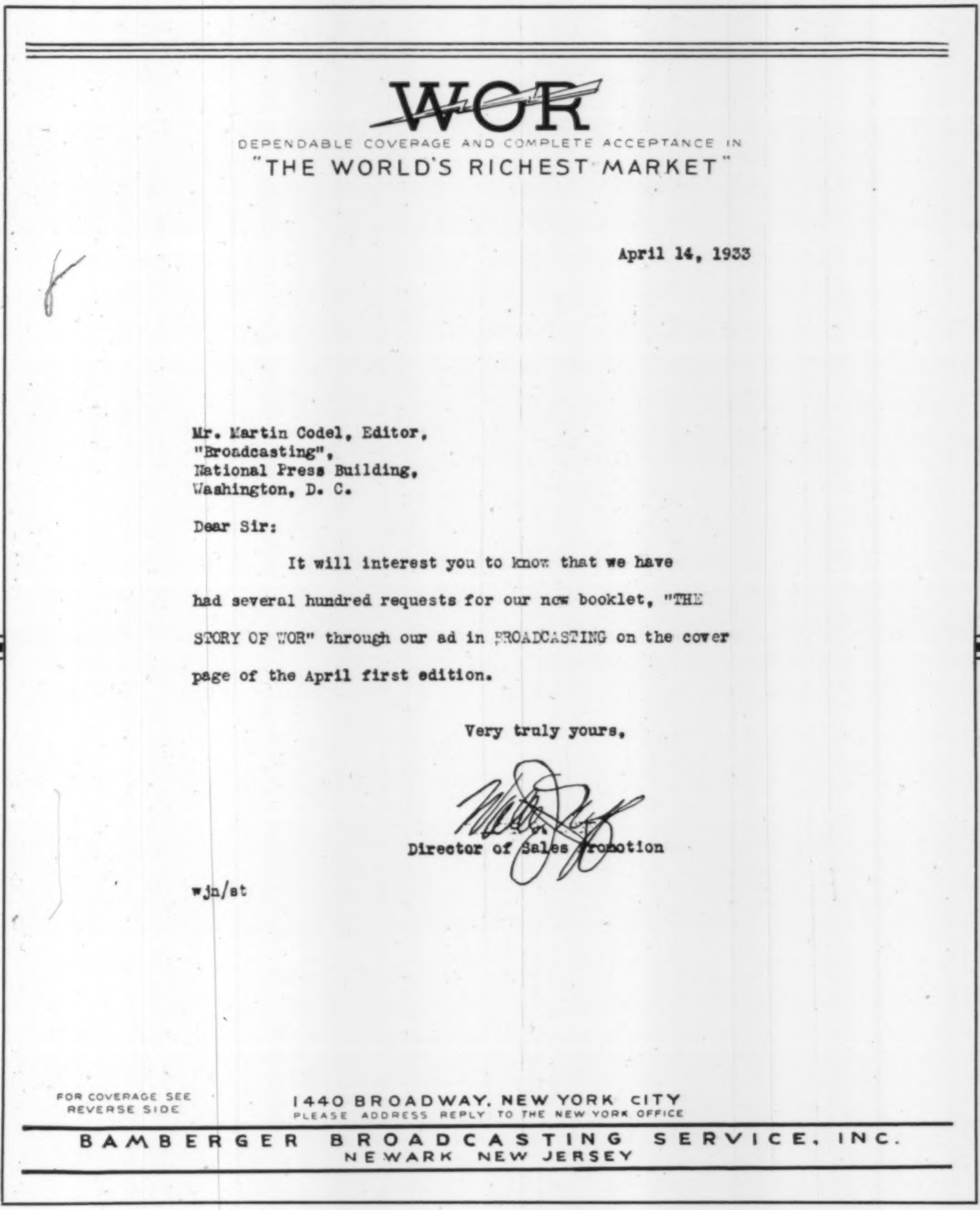
(*Continued from page 6*)

also brings out that the average income per radio home was $3,230, while the average income per non-radio home was $1,492. Ownership by income levels is classified to bear out this statement.

4 to 1 odds on dealer influence—Retail merchants are shown to measure advertising at point-of-purchase, showing a distinct predilection for radio. Case records of sales increases from the use of radio are cited, and a leading trade journal in the drug field is shown to have measured nine products advertised over CBS, displayed in drugstore windows for one week, with the following sales results: Robert Burns Cigars, increase of 4 to 1; Old Gold Cigarettes, 2½ to 1; Barbasol Shaving Cream, to 1; Pebeco Toothpaste, 6 to 1; Coty Face Powder, 3 to 1; Eastman Kodak Films, 2 to 1; Forhan's Toothpaste, 1 1/3 to 1; En Fruit Salts, 2 to 1; Pertussin, to 1.

MORE PROOF . . .

Hundreds Request WOR Booklet



WOR

DEPENDABLE COVERAGE AND COMPLETE ACCEPTANCE IN
"THE WORLD'S RICHEST MARKET"

April 14, 1933

Mr. Martin Codel, Editor,
"Broadcasting",
National Press Building,
Washington, D. C.

Dear Sir:

It will interest you to know that we have had several hundred requests for our new booklet, "THE STORY OF WOR" through our ad in BROADCASTING on the cover page of the April first edition.

Very truly yours,

Director of Sales Promotion

wjn/st

FOR COVERAGE SEE REVERSE SIDE

1440 BROADWAY, NEW YORK CITY
PLEASE ADDRESS REPLY TO THE NEW YORK OFFICE

BAMBERGER BROADCASTING SERVICE, INC.
NEWARK NEW JERSEY

Write For
Information Regarding
Rates — Coverage
and Other Data

BROADCASTING

Broadcast
Advertising

Closing Dates
for
Advertising copy

June 1 Issue - - - May 22
June 15 Issue - - - June 8
July 1 Issue - - - June 22
July 15 Issue - - - July 8

NATIONAL PRESS BUILDING

WASHINGTON, D. C.